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Broadcast Advertising

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WASHINGTON, D. C.
FEBRUARY 15, 1933

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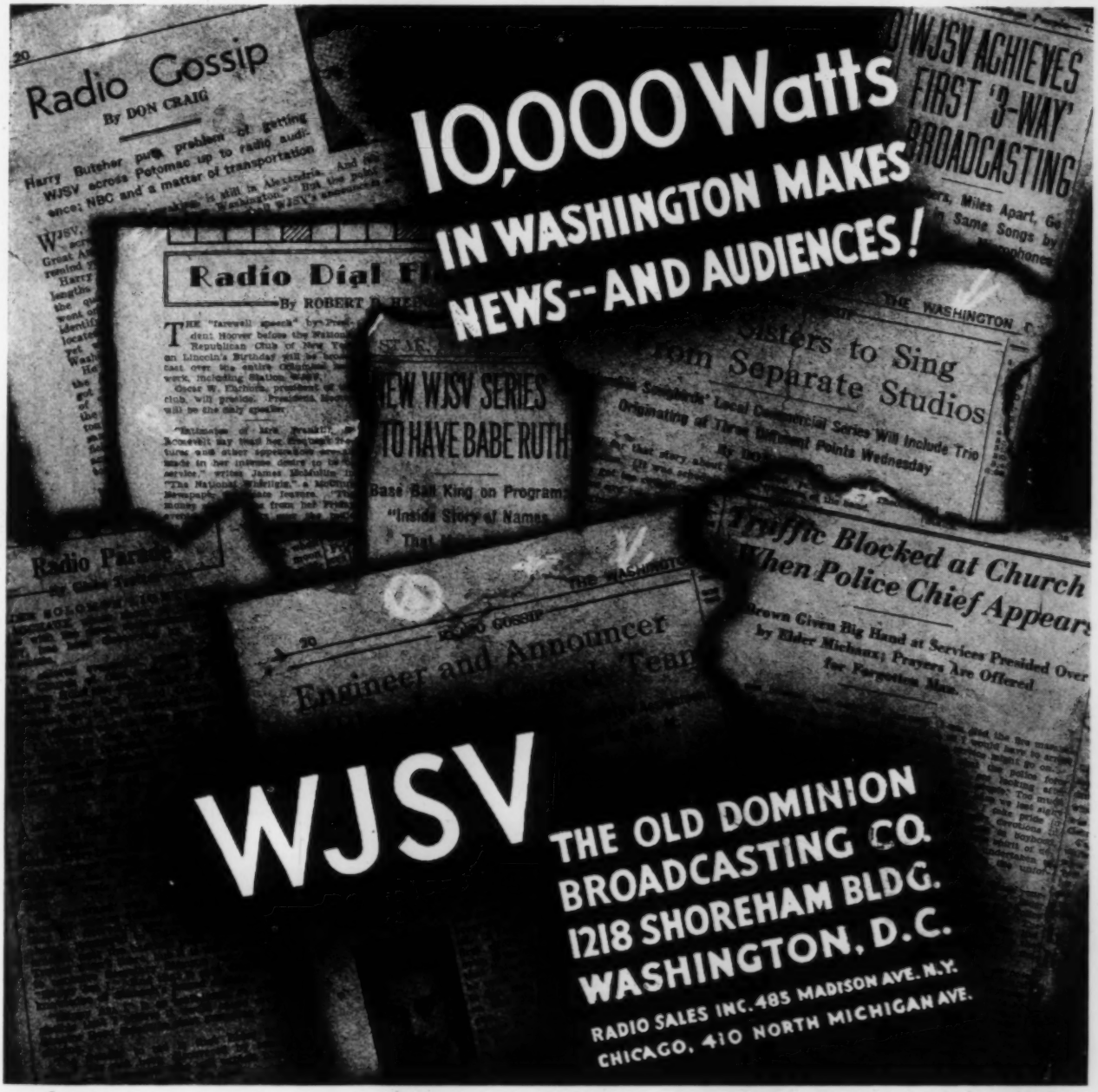

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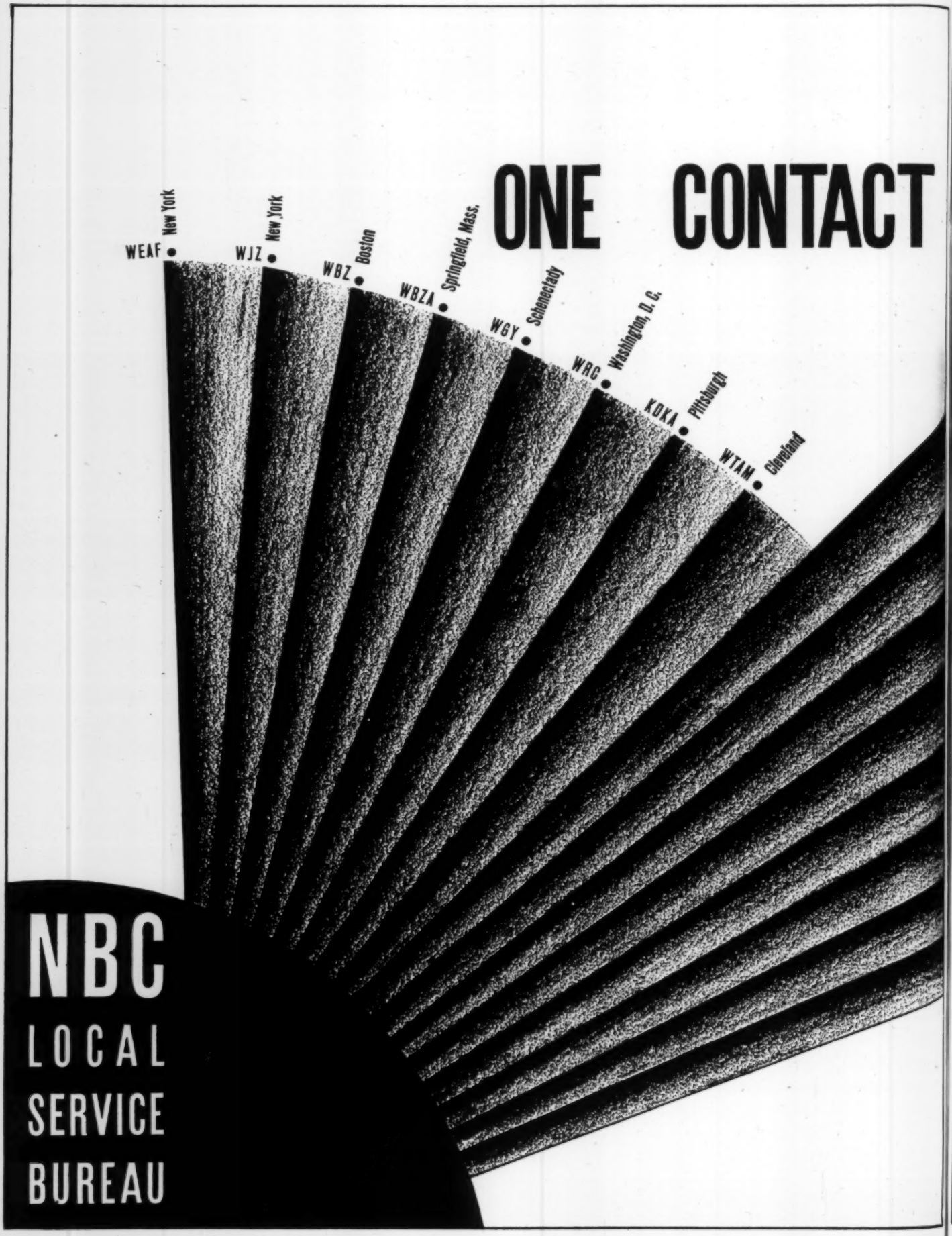
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WBZ Boston
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WGY Schenectady
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KDKA Pittsburgh
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● Organized to simplify the problem of localized broadcasting, the N B C Local Service Bureau, through its regional and station offices, provides 17 sources of information, planning and direction — each a clearing house for all the others. No matter where you are located, it is only necessary for you to make one contact, regardless of the number of these NBC stations you require or the complexity of your schedule and program.

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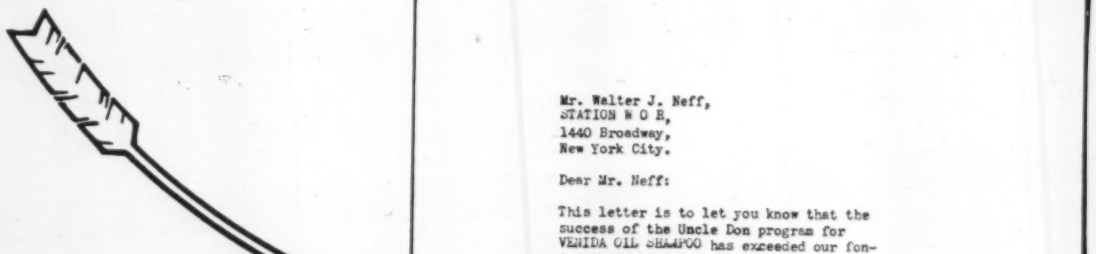

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ADVERTISING AGENCY
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TELEPHONE VANDERBILT 3-3550

January 19
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Mr. Walter J. Neff,
STATION W O R,
1440 Broadway,
New York City.

Dear Mr. Neff:

This letter is to let you know that the success of the Uncle Don program for VENIDA OIL SHAMPOO has exceeded our fondest hopes and expectations.

While the campaign has been in progress for only three weeks, we have had sufficient evidence of Uncle Don's pulling power to warrant the statement that this program has produced the greatest results, with the least expenditure, in the shortest time — for our clients.

From the first broadcast our client received 571 cartons, and the second week close to 500. Our clients have also received a number of repeat orders from stores who stocked the product before the campaign began.

Appreciating your best cooperation, I remain

Cordially yours
I. Raymond Spector
I. Raymond Spector

(r)

. . . and similar results are the regular experience of WOR advertisers

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and
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Commission Shakeup Seen After March 4

By SOL TAISHOFF

Duke M. Patrick Resigns as General Counsel; Sykes Looms As Chairman; Jensen Confirmation is Blocked

LED BY the resignation of Duke M. Patrick as the Radio Commission's general counsel, effective March 1, signs are plentiful that the incoming Roosevelt administration will bring about numerous important changes in the Radio Commission's personnel. In some quarters it is felt that the demands being made upon the new Democratic administration for patronage may cause an almost wholesale release of subordinate Republican officials of that agency after March 4.

It appeared evident that Acting Chairman E. O. Sykes, third zone commissioner, would become chairman of the Democratically-revamped Commission. His present term expires Feb. 23, and although reappointed by President Hoover Feb. 3 for a new six-year term, this appointment is expected to die with the present Congress, since the Senate already has served notice that it will not confirm Hoover appointees for any important Federal post but will leave these vacancies for President-elect Roosevelt to fill after he assumes office.

Sykes Next Chairman

THERE IS every assurance, however, that Judge Sykes will be reappointed by the new President promptly upon his assumption of office. From Feb. 23 until March 4, it appears, the commissioner's tenure of office will lapse. That he is destined to become the Commission's chairman, once reappointed and confirmed by the Senate, has been more or less taken for granted.

Simultaneously with his reappointment of Judge Sykes, President Hoover named Prof. J. C. Jensen, engineering instructor of Nebraska Wesleyan University and director of WCAJ, Lincoln, the university's station, to fill the fourth zone commissionership vacated last July by Maj. Gen. Saltzman, former chairman. A Republican bearing the endorsement of Vice President Curtis and of numerous educators, Prof. Jensen stands scant chance of being confirmed at the current session of Congress or of being reappointed by President-elect Roosevelt.

The fourth zone post will be filled by a Democrat to give the incoming administration the balance of power on the Commission, to which it is entitled under the Radio Act. Most prominently mentioned for the post is Herbert L. Pettey, 30-year-old native of Kansas City, now acting as chairman of the radio subcommittee of the Roosevelt-Garner Inaugural Committee. He was in charge of radio for the Democratic National Campaign Committee prior to the election and is held in high esteem by party leaders. Also mentioned is Walter J. Damm, director of WTMJ, Milwaukee, and promotion manager of the MILWAUKEE JOURNAL. He is a former president of NAB.

Roosevelt Friendly

DESPITE the introduction by Rep. Rayburn, (D.) of Texas, a fortnight ago, of a bill for the creation of a Federal Commission on Communications and Power, to absorb the Radio Commission, it is not expected that any immediate change will be wrought in the regulatory end of radio. This measure, declared to have the President-elect's support, must go through a rigorous legislative gauntlet of hearings, debate and the like before it can become law.

Even if given blanket authority to reorganize governmental agencies as proposed in pending legislation, it is seriously doubted whether President-elect Roosevelt would choose at once to disband the Radio Commission as such or to tighten up the regulation of radio. He is said to regard very highly the manner in which the broadcasting industry has acquitted itself, having had a vast amount of experience with both networks and with independent stations both prior to and during the 1932 campaign.

To Practice in Capital

MR. PATRICK'S resignation, announced Feb. 14, was prompted by his desire to return to private practice of law in Washington. He will join the firm of Hogan, Donovan, Jones, Hartson & Guider, one of the largest law firms in Washington and headed by Frank J. Hogan. His immediate associate will be John W. Guider, well-known in the specialized practice of radio law and a member of the American Bar Association's Committee on Communications.

Since he was promoted to the general counselship nearly a year ago as a recognition of his previous service as assistant general counsel, Mr. Patrick has made an imposing record. Appointed an assistant general counsel in January, 1930, he was assigned immediately to the handling of litigation, and out of nearly a score of cases in the courts he has had only one adverse decision.

Members of the Commission endeavored to dissuade Mr. Patrick from leaving, despite the fact that he was appointed as a Republican from Indiana. He insisted, however, upon the acceptance of his resignation.

Other Changes Loom

WHETHER other changes will be effected by the new administration among members of the Commission, who are appointed for definite terms, is in doubt. There have been press reports that C. W. Brown, vice president of the Quigley Publishing Co., Los Angeles, but a legal resident of New York, may be considered for the first zone commissionership now held by W. D. L. Starbuck, Demo-

BROADCASTING MAGAZINE ACQUIRES BROADCAST ADVERTISING

Acquisition by BROADCASTING MAGAZINE of the publication rights to the monthly magazine *BROADCAST ADVERTISING*, pioneer trade journal of the radio and advertising fields, was consummated early this month. *BROADCAST ADVERTISING*, formerly published in Chicago by Gustav Stamm, suspended publication after its December issue.

The publishers of BROADCASTING MAGAZINE are pleased to announce that the circulation of *BROADCAST ADVERTISING* will be added to that of this magazine, extending still further the readership of BROADCASTING MAGAZINE, which in its 16 months of existence already had achieved the widest circulation of any similar periodical serving national radio advertisers, potential radio advertisers, advertising agencies handling radio accounts, transcription companies, equipment manufacturers, station and network executives and staffs, government officials dealing with radio, etc.

In acquiring the publishing rights of *BROADCAST ADVERTISING*, this magazine takes over, in addition to its circulation, its name (which in this issue is combined with ours), its advertising contracts, its good will and sundry other assets.

BROADCASTING MAGAZINE will continue as a semi-monthly. The best features of *BROADCAST ADVERTISING* will be incorporated, but without any material changes in the format of BROADCASTING MAGAZINE—a format that has won wide acclaim from its readers. Both the executive and news staffs of BROADCASTING MAGAZINE remain unchanged; with its news correspondents and business representatives in various strategic centers, BROADCASTING MAGAZINE will continue to serve all the elements that make up the business of broadcasting as a comprehensive and unbiased news and advertising medium.

crat, under an appointment that does not expire until Feb. 23, 1934. Mr. Brown is understood to be intimate with certain New Yorkers who were instrumental in financing Mr. Roosevelt's pre-convention campaign.

Regarded as practically certain to come are changes in the legal division, in the secretary's office, and possibly in the engineering division, although civil service regulations may frustrate any plans for the latter two branches.

It is believed every effort will be made by the commissioners themselves to prevent an upheaval of the engineering division, since it is a technical organization now functioning smoothly. As a matter of fact, the same defense is being made of the Commission's entire personnel, but even the most optimistic admit that patronage demands may lead to a rather drastic shakeup.

Examiners Republicans

SLATED for replacement also are certain of the examiners, lawyers, and non-technical officials. It so happens that all of the examiners —Chief Examiner Ellis A. Yost, Elmer W. Pratt and Rosel H. Hyde,—are Republicans.

A few of the officials who sense the threat may choose to leave the Commission voluntarily. Rumors to this effect are current.

Who will be named to succeed General Counsel Patrick is conjectural. If the post, which pays a regular salary of $10,000 per annum, is filled by promotion within the Commission ranks, George B. Porter, assistant general counsel, is believed to stand a good chance. He is an Iowa Democrat who has won rapid promotion on the Commission staff in the last two years. He is the son of Commissioner Claud R. Porter of the Interstate Commerce Commission.

Also regarded favorably is Miss Fanney Neyman, acting assistant general counsel and Mr. Patrick's chief aide in the handling of litigation. A Montana Democrat, Miss Neyman is almost certain, by virtue of meritorious service, to be elevated at least to the assistant general counselship she now is filling temporarily.

Other candidates within the Commission ranks are David Deibler, of Pennsylvania, a Commission attorney for five years, and George H. Hill, of Mississippi, appointed attorney last year.

The only outside candidate for the general counselship is reported to be Rep. Ewin L. Davis, co-author of the Radio Act and chairman of the House Merchant Marine, Radio and Fisheries Committee. He was defeated for re-election in the Tennessee primaries last year. It is understood that he aspires to appointment on the Federal Trade Commission as his first choice, but also is interested in the radio legal post.

Along with Mr. Patrick, Karl Smith, assistant counsel in the legal division, also resigned, effective March 1. Mr. Smith, who has been assigned to the preparation of the Commission's statements of facts and grounds for decision, will become associated with Mr. Guider and Mr. Patrick in private practice. A native Washingtonian, he has been with the Commission for two years.

Mr. Jensen

Biscuit Company Opens Campaign on WBS Discs

LOOSE WILES BISCUIT Co., Long Island City, N. Y., (Krispy Crackers, etc.) on Feb. 13 launched a new broadcasting campaign via transcriptions produced by World Broadcasting System. The series is titled "Sunshine Discoverers Club." Directed by Raoul Marlo of CBS, it tells the story of a group of boy and girl adventurers and explorers through Sonny Baker, president of the club.

Newell-Emmett Co., New York, handles the account, which is being promoted through a series of local newspaper ads, with posters, display cards and folders furnished for consumer distribution to all stores handling Sunshine products in the broadcast territory. Announcements are varied locally.

More Radio Use Planned By Affiliated Products

OTIS E. GLIDDEN, president of the Affiliated Products Group, 4316 No. Kilpatrick Ave., Chicago, announces plans of expansion and advertising, using radio more extensively with other media. The Affiliated Group includes such well known cosmetic lines as Edna Wallace Hopper, Inc.; Louis Philippe, Inc.; Kissproof, Inc.; Neet, Inc., and Jo-Cur, Inc.

Mr. Glidden has severed his connection with American Home Products subsidiaries, including Petrolagar, Anacin, Neobovinine, Sy-Lac and others, and will now give his undivided time and attention to Affiliated interests. Present plans involve the acquisition by Affiliated of additional companies in the proprietary field.

KSTP Wins Boost

COINCIDENT with the grant of a daytime power increase to 25 kw. authorized by the Radio Commission Feb. 7, KSTP, St. Paul, appointed Free and Sleininger, Inc., 180 North Michigan Ave., as exclusive representative for the Chicago territory, effective Feb. 1, it was announced by Stanley E. Hubbard, general manager.

INTERNATIONAL ADS
200 Kw. Luxembourg Station Plans to Carry Advertising

INTERNATIONAL radio advertising will be the means of support of the new 200 kw. station nearing completion in the tiny Duchy of Luxembourg, according to a report to the Commerce Department from Commercial Attache Jess Van Wickel, The Hague, Netherlands.

With commercial advertising under the so-called "American Plan" barred in the Netherlands as in most European countries, commercial interests under the auspices of a Franco-German combine propose to use the Luxembourg station from 8 a.m. to 2 p.m. as an advertising outlet. Using 200 kw. on 252 kc., the station should get extensive European coverage, according to its sponsors.

Rates for general programs will be $240 an hour, while plays, lectures and similar broadcasts will cost from $70 to $132 per quarter and half hour. Spot announcements of 60 words will bring $92.

Advertising Federation Sends Out Radio Talks

A SERIES of five-minute radio talks dealing with the importance of advertising will be sent to radio stations by the Bureau of Research and Education of the Advertising Federation of America. Intended for delivery weekly over an indefinite period, the talks will present facts about the importance of advertising to business and its value to society.

The federation also is planning to send to a large group of newspapers and business publications a series of articles embodying the material contained in the radio talks. NAB is affiliated with AFA and for that reason all NAB members will receive the radio talks.

New Programs Planned

BEST FOODS, Inc., New York, (Hellmann's mayonnaise) is reported to be ready to use Victor Moore in a return to NBC in latter March, while Gulf Oil is reported planning to use Walter O'Keefe on the same network shortly. Beech-Nut Packing Co. has auditioned a program for NBC including Eddie Dowling, Verna Burke, the Gibson Sisters and Len Joy's orchestra. Armour & Co. has auditioned Conrad Thieboult and 16-piece orchestra directed by Charles Previn to replace its present series.

Creates Business

USING RADIO with newspaper advertising, posters, car cards, etc., the Philadelphia Federation of the Construction Industry, in its "Renovize Philadelphia Campaign," in less than a month created more than $15,000,000 in new business. The advertising campaign was backed by a council of 40, representing bankers, merchants, labor leaders, etc., with trade, community and religious organizations cooperating in a residential canvass.

Third Chain Plan Stirs Wide Interest; Details Undisclosed

Michigan Group Starts; Richardson Plans Suit

UNUSUAL INTEREST has been provoked throughout the advertising and broadcasting fields by the disclosure of plans looking toward the formation of a "third network", as exclusively reported in the Feb. 1 issue of BROADCASTING. Further details and immediate plans of the sponsors of the project have not been divulged since our last issue, probably pending additional developments.

While no definite statement could be procured, it is understood that original plans to have the network, or a portion of it, begin operation by Feb. 15 have been deferred. The Michigan State Network, sponsored by George W. Trendle, president of WXYZ, Detroit, and linking five stations in that state, began operation Jan. 31 and is designed to become a segment of the projected third chain.

Backers Undisclosed

IDENTITIES of the "five Detroit millionaires" mentioned by Mr. Trendle in his letter to prospective station affiliates in the project are still undisclosed. The WXYZ executive has indicated that these men were very close to the Ford Motor Co., Burroughs Adding Machine Co., Briggs Body Co., Kelvinator Co., and Frederick Stearns Co., and stated that all of them had expressed themselves as being prepared to go on the air when the network begins functioning properly.

Expressions of interest in the new project have been mingled with skepticism because of the failure of similar ventures during the last few years. The fact, however, that new capital outside the broadcasting field apparently is involved, which itself would form the nucleus of a commercial program clientele, along with the joint interests of several other but less ambitious network projects, has tended to lessen this skepticism.

Stations Interested

STATION interest centers mainly in the proposal that the chain will pay a maximum of 50 per cent of the card rates of each affiliated station. The fact that Ed Wynn, Broadway comedian and radio star, as president of the Amalgamated Broadcasting System, would become chief executive of the new network, is not regarded as having great significance since it is hardly expected, even should the plans be carried to fruition, that he would be the actual business and directing head. His name and his appearance on programs, however, might have a definite publicity value and audience appeal.

One of the questions to arise concerns wire line arrangements. Experienced broadcasters are at a loss to understand how stations could pay the cost for long wire

(*Continued on page 30*)

Boosting Cereal Sales Exclusively by Radio

By W. H. THORNBURG
Advertising Manager, Hecker-H-O Co., Buffalo, N. Y.

Sponsor of Wild West Feature Uses Appeal to Juveniles; Merchandising Tieup Made With Club Members

A COLORFUL, fast-moving cowboy drama program, similar to the wild west movies but with a juvenile lead, is one of the most popular programs on CBS, according to fan mail records. And this feature, the only advertising medium of the sponsor, is selling cereal in a highly satisfactory fashion. The merchandising hookup is based on a Ranger's Club membership; cowboy gadgets are distributed by the sponsor in exchange for a certain number of cereal package tops.

A LIVELY, bustling, western tune * * * the sound of galloping horses' hoofs * * * and "The H-Bar-O Rangers, boys and girls, bringing you the exciting adventures of Bobby Benson and the H-Bar-O Ranch!"

Thus begins one of the most currently successful (according to mail reports) children's radio programs. Every Monday, Wednesday and Friday at 5 p. m., EST, hundreds of thousands of interested boys and girls are tuned in to the thrilling, tensely interesting dramatic radio show in which the hero, little Bobby Benson, age 11, and his grown-up cowboy "pards" on the radio ranch, dramatize real "cowboy stuff".

The theme of the story concerns young Bobby Benson, the boy ranch owner, who goes out west with his Aunt Lily to live on his ranch and thereby protect his inheritance, and the succeeding "chapters" of the story show Bobby as a real cowboy hero, capturing bandits, fighting the Indians and clearing up many of the mysteries surrounding the ranch. Of course, the cast includes a "bad man" known as Sim Rivers, Bobby's grown-up "pard" Buck Mason, Wong Lee, the Chinese cook, and many other colorful principals exemplifying the life of the early west.

Merchandising Scheme

THE PLOT is a fast-moving cowboy drama, censored only to the point of making it acceptable for a child audience, and proof of its interest is shown by the large and continually increasing number of Ranger Club members who are following these thrice weekly broadcasts.

The merchandising hookup of the program, sponsored by the Hecker—H-O Co., Inc., makers of H-O Oats, comes in a club membership, which includes the Ranger's Club button, an attractive membership card and a folder illustrating various pieces in the H-Bar-O Ranger's cowboy outfit, all of which are obtainable either through a required number of H-O package tops, or by one package top and a required amount of money. In the latter case, the money offer is unusually attractive, because of the relatively low price of the articles in the outfit.

By buying the premiums in large quantities, the program sponsors are able to offer such equipment at prices far below the ordinary retail cost. Thus a continuity of available equipment, as well as a continuity of story throughout the programs, maintains and heightens the child's interest in the entire club plan and keeps him not only a "Pard" of the program cast, but also makes him a real salesman of the product as well.

Pre-program Publicity

FOR TWO WEEKS prior to the opening broadcast on Sept. 26, 1932, the program sponsors gave wide publicity to the forthcoming series of broadcasts by having cowboys ride in the vicinity of public schools in each network station city and perform wild west stunts such as rope throwing, rope spinning, etc. Also, handbills were passed out by the cowboy riders announcing the forthcoming series of programs, and each cowboy wore a small saddle "blanket" sign imprinted with the announcement of the radio program.

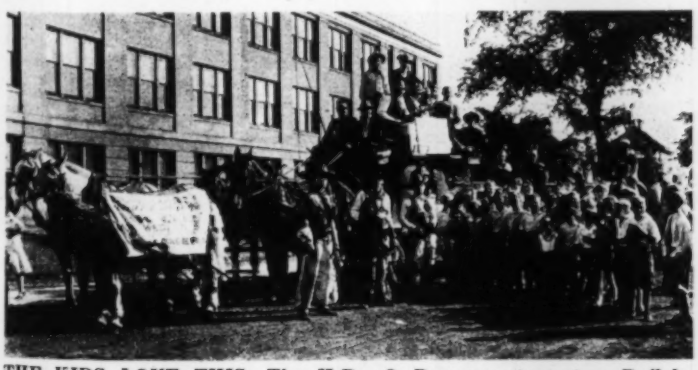
Small space advertisements were also carried in newspapers, wherever possible in the children's sections of Sunday supplements, to further publicize the new series of broadcasts in each city, a week prior to the opening program.

The H-Bar-O Rangers series, each using identical script, is broadcast over an eastern CBS network. A duplicate "show" is built in Los Angeles for broadcasting over the CBS-Don Lee chain. In both cases the programs are broadcast on the same day at 5 p.m. The eastern show originates in the studios of WGR, Buffalo, and is thence carried to the CBS chain. The same script is used for the western program.

Bobby Benson and Silver Spot

HERE'S Bobby Benson, the boy owner of the H-Bar-O Ranch, and his trusty steed. Bobby is wearing the accoutrements offered as premiums for sending in H-O Oats package tops. Premiums are offered as follows:

Ranger's Badge—2 package tops or 1 top and 5 cents.
Ranger's Bandanna—2 package tops or 1 top and 5 cents.
Rodeo Rope (with directions how to spin)—5 package tops or 1 top and 15 cents.
Cartridge Belt—5 package tops or 1 top and 15 cents.
Ranger's Gun—5 package tops or 1 top and 15 cents.
Gun Holster—5 package tops or 1 top and 15 cents.
Ranger's Cuffs—8 package tops or 1 top and 30 cents.
Ranger's Spurs—10 package tops or 1 top and 35 cents.
Ranger's Hat—20 package tops or 1 top and 85 cents.
Ranger's Chaps—25 package tops or 1 top and $1.45.



THE KIDS LOVE THIS—The H-Bar-O Rangers stop at a Buffalo school after a parade to announce the new broadcast series featured by Hecker-H-O Company over eastern and western hookups of CBS.

Results Satisfactory

THAT this form of child appeal is producing results is shown in the fact that, in as short a period as 13 weeks on the air, it had already become one of the largest mail pullers of any program on CBS. Sales results of the product are likewise satisfactory. This radio program is the only form of advertising currently used since the first broadcast in promoting the sale of H-O Oats.

When we first looked for a theme which would constitute the basis for our anticipated radio program, it was discovered that one of the subjects of greatest interest to child hearts was evident in the motion pictures shown in neighborhood theatres, depicting cowboy activity. Taking this wild west movie popularity as a basis for our program theme, the services of a foremost script writer, Herbert Rice, were obtained through the Buffalo Broadcasting Corp. to produce an entertaining "wild west" thriller for dramatization over the air.

Further evidence of the popularity of the program is shown by the number of local neighborhood H-Bar-O "Ranch Clubs" which have sprung up in many cities within reach of this network program, and the activity as a whole exemplifies the fact that real child interest can be stimulated and maintained by striking a responsive chord among child radio listeners.

Hoover Dedicates

PRESIDENT HOOVER officially dedicated the new WCAU Building, Philadelphia, with a short talk via remote control from the White House during a special dedicatory program, also carried by CBS, Feb. 10. He was introduced by Dr. Leon Levy, president of WCAU, which recently completed its model new 50 kw. installation.

Price Quoting Held Justified By Aylesworth To NBC Council

Network Now on Self-sustaining Fiscal Basis; Reservation Made for Educational Series

Mr. Aylesworth

THE POLICY of allowing mention of prices in advertising credits, adopted by both major networks last year, has met with "ready acceptance", M. H. Aylesworth, NBC president, told the NBC Advisory Council Feb. 1 at its annual meeting in New York.

"We believe," he said, "that the interests of the listener, the client and the broadcaster are best served under our American system of broadcasting by frankly recognizing the part that each plays in its development. With this thought in mind, and after long consideration, the company decided to alter its policy with reference to the mention of price in commercial announcements.

"This came about as a result of the conviction on our part that direct mention of prices would be more acceptable to the radio audience than the long and monotonous statements which often resulted from the effort to avoid mentioning them. We felt, moreover, that under existing economic conditions prices had a definite interest for the listening public. The ready acceptance of this policy has justified the company's decision."

Traylor Made Member

MR. AYLESWORTH'S address followed one delivered by Owen D. Young, chairman of the Advisory Council, in which the latter paid high tribute to the advances made by NBC and to the attainment by the network during the year of a self-sustaining fiscal status. Melvin A. Traylor, Chicago banker, was elected to membership on the council. Other members include Newton D. Baker, Paul D. Cravath, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, Gen. J. G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Elihu Root, Mrs. John D. Sherman and Felix M. Warburg. All were present except Messrs. Baker, Coffin, Farrell and Hutchins.

"Notable strides" were made by NBC in all branches of radio, Mr. Aylesworth stated. The new plan of flat payment for sustaining programs, inaugurated July 1, has resulted in associated stations broadcasting many more hours of NBC programs, he said. Explaining that under this plan stations pay a uniform flat rate of $1,500 a month for all sustaining service, rather than so much per program, he said 75 stations, or 86 per cent, are operating on the new basis.

This plan, Mr. Aylesworth declared, enables many of the stations to provide their audiences with a full schedule of network programs at a low fixed unit charge.

"Its success is attested to by an increase in the daily average time of NBC programs broadcast per station, from nine hours in December, 1931, to 11 hours in December, 1932," he said.

Last March, Mr. Aylesworth pointed out, NBC changed its audience mail policy on sponsored programs and asked listeners to send their letters direct to the sponsor. In spite of this, he said the company received 4,800,000 letters—only 200,000 less than in 1931. The increase in the postage rate, he asserted, undoubtedly has had an effect upon the fan-mail volume.

"Plans are now being devised," he declared, "to study more adequately the audience reaction as expressed in letters, and it is anticipated that the result of these studies will be an important factor in future program building."

Despite depressed economic conditions, Mr. Aylesworth showed that NBC provided employment to a monthly average of 1,505 persons in 1932, as compared with 1,367 in 1931, and has at present a payroll of 1,461.

Regarding the moot question of educational broadcasting, Mr. Aylesworth said that educators for the first time have come to realize the value of the facilities they are using, and both the educators and the network sense the necessity of planning educational programs in advance and of definitely allocating time covering the duration of an educational series. NBC, as a forward step, has guaranteed the National Advisory Council on Radio in Education and the National Education Association tenure of time for their present programs through June, 1934, he revealed.

Re Educational Programs

DR. ROBERT M. HUTCHINS, president of University of Chicago and chairman of the Advisory Council's education committee, in a written report reviewed the notable progress being made in educational broadcasting over network facilities. While this evolution has been going on, he pointed out proposals have been made to reserve 15 per cent of all clear channels assigned to the United States for exclusive use of education. The report read:

"Your chairman believes that the company must work toward a policy of treating educational programs in the same way as commercial programs as to hours, days, and the definiteness of all arrangements. If this policy can be arrived at—and I am told the company is working to that end—it is my opinion that during this period of technical and experimental development educators can do no better than to utilize, wherever possible, existing facilities. At the same time I believe we should continue to study the experiments being made in other countries and fit our action to the requirements of the situation."

Sponsor Tears Pants

ONE OF the most unique radio signatures is that of the oldest advertiser on KOIL, Council Bluffs-Omaha. The sound of cloth ripping introduces the program, and the announcer follows with: "Whoa-p, there goes another pair of pants. But I know where to get a pair that won't rip." And so on. The sound effect is actually accomplished by ripping cloth.

Radio Widely Used to Educate Public On Health Value of Dairy Products

Schools and Welfare Groups Cooperate in Broadcasts; Milk's Use in Safe Reducing Also Stressed

IN ACCOMPLISHING the aim "to put the milk pitcher back on the table," the National Dairy Council, 221 N. La Salle St., Chicago, (dairy association) and its 22 regional units are finding the radio an important medium for educating consumers about dairy products. The Dairy Council is the educational organization of the dairy industry, with a national office in Chicago and 22 affiliated units in large cities throughout the United States.

Because milk is essential to health, the council program is based on promoting good nutrition which gives milk and its products a fundamental place in the daily diet. Two types of work are conducted: health education in cooperation with schools and welfare groups, and general publicity on the unique food value of milk, butter, cheese and ice cream. The radio has proved to be an efficient educational means in both phases of the program, as some of the individual programs testify.

For School Children

"DRAMAS of Science," broadcast under the auspices of the Detroit Dairy and Food Council last winter over WWJ on Saturday evenings, represent a successful series of radio programs for school children. Fragments of the adventure, mystery and excitement of scientific research in the bacterium world were given to the junior radio audience in this series of 13 radio dramas.

Thrilling episodes from the lives of such heroic scientists as Pasteur, Emil Roux, Jenner, Marie Curie, Lister and others comprised this series. Dr. Henry F. Vaughan, Detroit commissioner of health, introduced each broadcast with a short discussion of health, emphasizing the use of adequate amounts of milk.

Preceding these broadcasts, 6,442 copies of correlating lesson plans were sent to 389 Detroit schools. On Monday the radio drama given the previous Saturday was studied in the health education classes of the public schools and formed the basis for health essays. As a result of these broadcasts, 200,000 copies of the Detroit council's low-cost food budget, "Feeding a Family of Five on $6.80 a Week," were distributed. Copies of "Dramas of Science" have been sent, following requests, to public health bureaus and public health organizations in every part of the United States, South America, Europe and Mexico. At the international meeting of public health authorities and public health organizations held in Washington recently, a day was assigned on the program for the discussion of radio, including the Detroit plays.

"The travels of Patsy and Pete," a 15-minute broadcast given weekly at the present time

(*Continued on page 25*)

Drops One Program

AMERICAN TOBACCO Co., New York, (Lucky Strike) on Feb. 11 discontinued its Saturday night NBC presentations. Lord & Thomas, agency handling the account, felt that Saturday programs were overshadowed by the Lucky Strike feature on Tuesday and Thursday nights. For several months the agency considered different program ideas with the intention of making the Saturday night series as outstanding as those of the other two nights. Failing to find a program of outstanding calibre, Lord & Thomas decided to remove the Saturday Lucky Strike program.

Beer Advertising

BEER advertising in the newspapers and on the radio would be allowed under an amendment to the pending Senate bill for legalization of 3.05 per cent beverages, offered Feb. 8 by Senator Walsh, (D.) of Montana. The amendment was presented on behalf of a minority of the Senate Finance Committee. The Judiciary Committee had adopted an amendment to prevent advertising of beverages in states where it was not permitted, which would have prohibited radio and newspaper advertising.

Macy's New Show

SPONSORED by Macy's, leading New York department store, a new Wednesday night series titled "The Red Star of Broadway," began on WOR, Newark, Feb. 8. It features Heywood Broun as "The Man About Town of Broadway"; Ohman and Arden, pianists, with 16-piece orchestra; Jerry White and his Four New Yorkers, and Pick Malone and Pat Padgett, the "Pick and Pat" of the Macy Minstrels. Guest artists are also planned.

AN INVESTIGATION of broadcasting in Massachusetts by a special committee is proposed in a bill (H. 823) introduced in the legislature of that state.

How to Classify Radio Programs!

Seven Types Cited as Against Three-Group Limitation; Use of "Big Names" Called Bit of Showmanship

By ROY FROTHINGHAM
Sales Promotion Manager
Pacific Division, NBC

"North, East, South, West,
Give me the wind that blows best."

Mr. Frothingham

SEVERAL months ago FORTUNE, the business periodical, carried an excellent review of radio advertising in which it classified commercial evening programs as studio, name or serial. This strict limitation on the variety of radio entertainment is challenged by Mr. Frothingham in this article. Declaring there are six classes of evening commercial features and a seventh daytime program for women, he points out that his classifications will better enable an advertiser to select the sort of entertainment he wants to be associated with his product.

EVER SINCE FORTUNE fathered the fallacy that, "Nearly all evening commercial hours now on the air can be put in one of three classifications: studio programs, name programs, and serial programs," there has been many a blissful repetition of the same mistake.

There are at least six classifications of evening radio programs, just like a number of parallel but different bowling alleys. The advertiser needs to look them all over before deciding which one he is going to play. The fact that several alleys are crowded may be a better reason for rolling down a clear one than for joining the crowd.

The reason this three-way classification mentioned above won't work is that too many programs won't fit in. Sherlock Holmes with William Gillette would be "big name" stuff. Without him it's a "continuity" program unless picked up from the stage of a theatre, when it would be something else. But actually Sherlock Holmes is an excellent dramatic program.

Program Characteristics

IS AMOS 'N' Andy a "big name" program or a continuity program? Is "continuity" a classification or a characteristic? I don't see how we can set up an arbitrary classification and label it "continuity programs." And "studio" as a classification for 1933 programming is hard to accept. Practically all programs are studio productions, even those originating from a hotel where the "pick up" facilities installed make a studio out of the dancing room. And there is continuity in all programs, but there's a difference between the dramatic continuity of First Nighter and the musical continuity of Standard's Symphony and the serial or strip continuity of Orphan Annie or Myrt and Marge.

It seems to me that such expressions as "big names," "studio," and "continuity" are characteristics and relate to details of casting, production, and writing. They do not seem to designate classes or types of programs but rather suggest characteristics which may apply to any program in any classification.

Musical Comedy Style

THE "BIG NAME" may adorn a musical program: like Paul Whiteman conducting his orchestra, Lawrence Tibbett singing for Firestone, Ed Wynn playing the Fire Chief for Texaco, or Ben Bernie singing and talking for Blue Ribbon. He may be a master of ceremonies like Walter O'Keefe or a humorist like John Medbury, or a comedian like Jack Pearl, or a news sensation like Walter Winchell. The big name may be Floyd Gibbons or Lowell Thomas on a narrative or news program. Sometimes it's a one man show featuring popular entertainers like Charles Hamp, Morton Downey, Phil Cook or a team of entertainers like Billie Jones and Ernie Hare, Burns and Allen, or Stoopnagle and Budd.

We need to distinguish between what seems a trend toward "big names" and a mere development in radio where broadcasting adopts the musical comedy type of stage production. It used to be "The Merry Widow with Donald Brian," "The Spring Chicken with Richard Carle," "The Red Mill with Fred Stone," but now it's "Chevrolet with Al Jolson," "Chase & Sanborn with Eddie Cantor," "M J B with John Medbury" and "Lucky Strike with Jack Pearl."

Seven Major Classes

HERE ARE seven major classes of radio programs. They all deserve careful attention when designing a new program. You may compare them to seven types of architecture all worth consideration when building a home.

1. Musical programs.
2. Dramatic programs.
3. Serial or strip programs.
4. Popular entertainers.
5. Narrative and news programs.
6. Variety shows and radio vaudeville.
7. Daytime programs for women.

Dodge Brothers (automobile) in 1928 offered on one program from various parts of the country; Will Rogers, Fred and Dorothy Stone, Al Jolson and Paul Whiteman. In fact, the much-shouted big name trend is neither a trend, nor a type. It's a successful bit of theatrical and vaudeville showmanship.

How would you define the trend when it is pointed out accurately that of 53 representative programs heard on the Pacific coast, 20 are musical programs (of which nine feature a prominent singer or conductor or humorist); nine are "variety shows" with music, drama, comedy, and master of ceremonies; eight are dramatic programs; seven are serial or strip programs; six are narrative or news broadcasts; three feature popular entertainers?

If you want to tack up some direction signs on the radio highway, musical productions look pretty good, especially those featuring a big name entertainer. Also variety shows, dramatic programs, and "serials" need to be pointed out. But, after all, the program building job is one of designing for the advertiser according to his need, his opportunity, and especially his plan of selling and advertising.

Program building is simplified and improved when the advertiser can adequately classify all programs into seven major classifications and then determine for himself what is the relative value of the various types to his company and his product.

100,000 Watt Station

XEPN, operating with 100,000 watts on 585 kc. at Piedras Negras, Mexico, opposite Eagle Pass, Texas, is scheduled to begin broadcasting on regular schedule beginning Feb. 15, according to an announcement by Norman T. Baker. Mr. Baker, who operated KTNT, Muscatine, Ia., until its license was revoked by the Radio Commission, is reputed to be the backer of the Mexican station. Dan Hosmer, former manager of Dr. John R. Brinkley's XER, at Villa Acuna, Mexico, is reported to be manager of XEPN.

SPONSORSHIP of the "March of Time" on CBS is scheduled to terminate the middle of March, but it is likely that CBS may retain the program as a sustaining feature due to its popularity.

RCA-Victor Given WLW 500 Kw. Job

World Coverage is Predicted By Experimental Station

Mr. Chambers

RCA-VICTOR CO., has been awarded a contract for construction of the "largest broadcasting transmitter in the world", rated at 500 kw., to be installed at WLW, Cincinnati, by the Crosley Radio Corp., according to an announcement by E. A. Nicholas, vice president of RCA Victor. Joseph A. Chambers, chief engineer of WLW and WSAI, the Crosley stations in Cincinnati, is supervising the entire installation.

Expenditure for the new station was estimated by RCA at $400,000. The contract calls for installation of the transmitter within a year. The Commission recently granted the Crosley application to erect the experimental station, which will serve as a practical laboratory for the scientific development of actual broadcasting in the higher power bracket.

Ultra-Modern Equipment

THE NEW transmitter, with ten times the output of any commercially licensed station in this country, will be of the most advanced type, according to Mr. Nicholas. It will utilize 20 of the largest transmitting tubes made for commercial use, each rated at 100 kw. and standing about six feet high.

A subsequent announcement by Powel Crosley, Jr., president of the Crosley Corp., stated that the contract calls for building the radio frequency amplifier, the high-power modulation unit and the power supply and controls. New buildings to house the 500 kw. transmitter and a 840-foot all steel vertical radiator already are under construction at Mason, O., 22 miles north of Cincinnati.

Huge Coverage Seen

IT IS predicted by Mr. Crosley that the 500 kw. transmitter will provide an area coverage 25 times that of the present 50 kw. unit. In miles, the reliable service area of WLW, would be expanded to include a gigantic circle whose diameter would be more than 5,000 miles. Providing the receiving location is good, he predicted that the station might be picked up anywhere in the world.

Expected to be completed within eight or nine months, the 500 kw. WLW will operate from 1 to 6 a.m. Mr. Chambers for more than a year has been doing research and experimental work preliminary to the design of a practical transmitter of 500 kw. About six months ago he submitted these results to the Commission, which then authorized the Crosley concern to proceed with construction.

USE OF RADIO for electioneering would be debarred within 100 feet of the polls under a bill (H. 366) introduced in the Nebraska legislature.

Advertising Review Committee Fails to Include Broadcasters

National Advertisers, Agencies and Publishers Organize Permanent Group; Code Drawn

REPRESENTATIVES of national advertisers, advertising agencies and publishers form a permanent review committee organized to formulate plans for reviewing cases considered as violating sound advertising ethics and standards. Organization was completed at a meeting held Feb. 1 in New York.

Despite the large share of advertising carried by broadcasting stations, no representatives of radio are on the committee.

The New York meeting was sponsored by the Association of National Advertisers and the American Association of Advertising Agencies, which had promulgated an advertising code classifying bad practices and had named five members of each group to form a permanent review committee.

Committee Personnel

LEADERS in the publishing field were invited to the New York meeting, and five were added to the committee. The whole committee follows:

A. N. A.—Ralph Starr Butler, General Foods Corp.; Lee H. Bristol, Bristol-Myers Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Ken R. Dyke, Johns-Manville Corp.; Stuart Peabody, The Borden Co.

A. A. A. A.—Raymond Rubicam, Young & Rubicam, Inc.; J. K. Fraser, The Blackman Co.; William H. Johns, Batten, Barton, Durstine & Osborn, Inc.; A. W. Erickson, McCann-Erickson, Inc.; H. S. Gardner, Gardner Advertising Co., Inc.

Publishers—Frank Braucher, Crowell Publishing Co.; Fred A. Healy, Curtis Publishing Co.; Edgar Kobak, McGraw-Hill Publishing Co., Inc.; John C. Sterling, McCall Co.; Louis Wiley, THE NEW YORK TIMES.

Paul B. West, managing director of the Association of National Advertisers, and John Benson, president, American Association of Advertising Agencies, will cooperate with the committee.

Tentative Plan

THE IDEA that advertising is quite capable of handling its own ethical problems was indorsed, and it was agreed unanimously to proceed in accordance with a tentative plan already drawn up. This tentative plan provides, in brief, for the utilization of the National Better Business Bureau as the machinery for handling violations of the code. If no satisfactory agreement can be reached between the National Bureau and the advertiser, agent or publisher, an appeal can be made to the review committee which, after proper study of the facts, will render an opinion.

Ralph Starr Butler was elected permanent chairman of the committee. An executive committee consisting of Messrs. Butler, Bristol, Braucher and Erickson was appointed to go over the detailed plans for operation and to submit the plan for final approval to the whole committee. Upon action by the whole committee the plan will become effective.

Advertising Code

THE CODE drawn up by the advertisers and the agencies classifies as tending to discredit advertising the following practices:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

NBC Auditions

POLK MILLER PRODUCTS Corp., Richmond, Va., (Sergeant's dog remedies) on Feb. 15 auditions a program for NBC featuring Dr. Cohen, who writes a column on household pets in the New York DAILY MIRROR. Charis, which was supposed to be set with a program, is evidently still undecided, for on Feb. 13 it auditioned a new musical program for NBC. Other attractions auditioned before NBC's program board for sustaining and commercial use are: "True Dog Stories;" Pollock and Lawnhurst, two pianos; H. L. Winter, poetry readings; "Little Ears," children's program with Marion Allen and Milton Cross; Elvia Allman; Percy Hemus as the "Singing Philosopher"; Franco-American Love Songs, with Billy Broussard, singer, and Frank Novak, pianist; "Busy Lizzie of Broadway" with Helen Lowell and cast.

Uses Unsold Time

A PRACTICE of promoting on the radio all commercial accounts placed with KVI, Tacoma, Wash., has been undertaken by the Puget Sound Broadcasting Company's station, according to Edward J. Jansen, manager. All of KVI's unsold time is devoted to this purpose. Attention is called to local, network or transcription programs, sometimes by means of dialogue but more frequently by straight announcements. Suggestions as to the announcements are solicited from agencies and advertisers.

Radio is Credited With Trade Gains

NBC Cosmetics and Drug Sponsors Laud Medium

TESTIMONIALS and factual reports that prove the efficacy of radio advertising in the drug and cosmetic fields have been submitted to NBC in response to a recent survey. NBC's statistical department has also issued, revised as of Dec. 15, 1932, a "Study of the Network Broadcast Advertising of the Drug and Toilet Goods Industry," detailing all radio expenditures by various advertisers in the drugs, toilet goods, cosmetics and health appliance fields.

Wildroot Co., Buffalo, N. Y., (hair tonic) experienced the largest increase in business last October of any single month in its history, according to a statement made by Franklin Owens, sales contact man for Wildroot, to Clarence L. Davis, vice president of Batten, Barton, Durstine & Osborn, which handles the account.

All the increases in sales have been made within 100-mile radius of the cities from which the Wildroot program was broadcast, and credit for all expansions is given to radio.

400 Per Cent Gain

LADY ESTHER Co., Chicago, (cosmetics) went on the air in September, 1931, using radio as the sole advertising medium. By May 1, 1932, Lady Esther had done as much business as in the entire year 1931. By Sept. 15, 1932, the Lady Esther business had increased approximately 400 per cent.

Ernest M. Oswalt, president of the Campana Corp., Batavia, Ill., (Italian balm) wrote as follows to NBC regarding the Campana program:

"It may interest you to know that our sales are running slightly over double a year ago and have been doing so for many months. When this increased volume gave us a few more thousand dollars to spend, it was the most natural thing on earth that I should ask you to add additional stations. Your response to this request in a form to fit our business was prompt and accurate and I am most appreciative for that.

"I consider our use of NBC facilities with 'The First Nighter' program as one of the most outstanding advertising features this company has used in the building of its business. No other single force in my opinion has performed so well."

Business at Best

J. WALTER THOMPSON Co., agent for the Calsodent Corp., reports that the latter has had a 40 per cent increase in sales since going on the air and as a result is discontinuing all other forms of advertising in favor of radio.

The Barbasol Co., Indianapolis, (shaving cream) which now has two programs on NBC and a third on CBS, reports that its business is the best in its history.

BUILDING CONFIDENCE BY RADIO

One of Largest Building and Loan Companies Prefers Its "Intimate Touch" to Other Media

By RICHARD W. MADSEN
President, Western Loan & Building Co.
Salt Lake City

Mr. Madsen

WHEN a financial institution discontinues radio advertising in times of economic stress, it immediately becomes conspicuous by its absence and suffers by negative reaction. This has been the observation of the Western Loan & Building Co., one of the oldest and most consistent users of radio advertising over the new 50,000-watt KSL of Salt Lake City.

But this is not the principal reason why this company has retained its radio connection, with but brief intermissions, during the past five years. Western Loan believes in building confidence by telling its patrons and prospective patrons just what it has been doing from week to week—by making them know and feel that they are "on the inside" and that all is well as the business days roll by.

Why Radio is Used

IN OTHER words, Western Loan has used radio as a sort of reassuring watchman who speaks confidence in the security of his trust. The directors felt that radio had the "intimate and reassuring touch" to accomplish this end with smaller unit cost and greater effectiveness than any other medium.

Western Loan & Building Co. has problems peculiar to itself and problems in common with other financial institutions. To begin with, it is the largest single financial institution in Intermountain America and one of the largest building and loan companies in the world. Its $26,000,000 of assets are represented by holdings in every one of the forty-eight states but are concentrated principally in the eleven western states, where there are more than 600 Western Loan & Building Co. branch offices.

Why Not Periodicals?

UNDER these circumstances the greater part of the coverage of a national publication would have been wasted, and no single printed western medium would have been adequate to tell the story as widely as Western Loan needed its story told. It became obvious to the directors that the logical medium for Western Loan coverage of the entire eleven western states was KSL, the CBS outlet in Salt Lake

(*Continued on page 29*)

KSD

OWNED AND OPERATED BY THE ST LOUIS POST-DISPATCH

BLANKETS ★THE BILLIONAREA

Covers a Consuming Population of 1,750,000

Limited Time Now Available for Commercial Programs Which Meet Station Requirements

Post-Dispatch Merchandising Cooperation Extended to KSD Advertisers

The complete cooperation of the established and experienced Merchandising Service Bureau of the Post-Dispatch is available to advertisers over KSD. No other St. Louis broadcasting station can offer the effective co-operation of the organization maintained by the Post-Dispatch

ST. LOUIS

Outlet for the N. B. C. Red Network » » » 500 Watts — 550 Kilocycles

The Most Efficient Frequency in the Broadcast Band

★The Billionarea Is the Greater St. Louis Area. Its Population Earns and Spends More Than a Billion Dollars a Year.

XUM

Fan Letters Used For Prospect List By Radio Sponsor

Prize Awarded to Listener Who Wrote Best Essay

By PAUL R. PRESTON
Rock Island Representative
Ferry-Hanly Advertising Co.

ON SUNDAY night, Dec. 18, there was completed a series of broadcasts on WOC-WHO, Davenport-Des Moines, sponsored by Nu-Way Corp., Rock Island, Ill., which contained some rather novel ideas, and apparently created more than a usual amount of good will for the advertising company.

In this series the Nu-Way Genii automatic oil burner was exploited. For atmosphere, "The Old Genii of the Bottle" was fished from the sea, where he had been a prisoner for a thousand years, and loosed so that he might visit the earth again each Sunday in a different country of the globe, but only in those countries where Nu-Way burners have been sold. At his command, the Genii of Melody and the Genii of Song produced delightful entertainment.

Contest Conducted

DURING this series, listeners were encouraged to write a letter to Nu-Way Corp. on the subject *"Why I Want a Nu-Way Genii Oil Burner in My Home."* Each week the writers of the three best letters were given honorable mention over the air, and on the final program the prize winner was announced. The prize was a Nu-Way Genii Automatic Oil Burner, completely installed with a 250-gallon tank in the winner's home.

The winner was R. H. Hulburt, of Des Moines. C. E. Campbell, president of the Nu-Way Corporation, made a brief presentation address over the air, and both Mr. Hulburt and his daughter, Amy, responded.

Sponsors Pleased

OFFICERS of the Nu-Way Corp. were well pleased with the results obtained through the medium of WOC-WHO. A goodly number of letters was received, many very satisfactory to us. These letters provide a prospect list which has been referred to Nu-Way dealers throughout the many states from which they came. The contest drew letters all the way from White Plains, N. Y. to New Orleans, to Roseburg, Oregon.

This was the first venture of the Nu-Way Corp. into advertising over the air, and both the makers of Genii oil burners and the Ferry-Hanly Advertising Co. feel that it was sufficiently gratifying to continue this form of presenting Nu-Way products.

THE GILMORE CIRCUS, NBC frolic sponsored by the Gilmore Oil Co. will be feature of the annual auto shows in Portland and Seattle in the latter part of February and early in March.

OLDEST DAILY PROGRAM!

Beauty Shop Feature on WBBM Remains Unchanged During Last Six and Half Years

By WALTER L. RUBENS
Assistant Sales Manager
WBBM, Chicago

Mr. Rubens

HERE IS a remarkable record, one that claims first place among the long-lived programs of the air. A record of six and a half years of daily broadcasts combined with consistently profitable returns is held jointly by the E. Burnham Beauty Establishment and WBBM, CBS key station in Chicago.

A pioneer business woman and still a leader, Mrs. E. Burnham, with the same shrewd foresight that prompted her to establish the first beauty shop in the world in 1871, is said to have been the first in the beauty business to sign a commercial contract for radio advertising.

Program Unchanged

EVERY day since she signed the contract in October, 1926, Mrs. Burnham has sent the velvet-voiced Mary Mould, her advertising manager, to the WBBM microphones. Miss Mould talks to listeners sincerely and sympathetically regarding their life, home and love problems and offers suggestions that aid in solving life's complexities through the attainment of beauty and charm.

Having found her formula for radio advertising successful, this sponsor has adhered to the same plan. Presenting the same speaker in the same straight forward sales talk at the same times, 9:30 a.m. and 2 p.m. daily, year after year over the same station, she has thus disproved the theory held by many advertisers that variety is the spice of program life.

Except for a time when two periods a week were devoted to the sale of cosmetics manufactured by the wholesale department, a separate unit of the E. Burnham Estabishment, the program procedure has taken the form of first person consultations. Miss Mould asks her listeners to telephone in for appointments, stressing the individual beauty treatments by professionals. Check up on program response is made from actual count of customers.

Another record—a mail record—was made by the Burnham program last spring when more than 17,800 requests were received in answer to a certificate offer, which was made with no advance ballyhoo during the usual final credit announcement. Listeners were told to write in for a certificate which would entitle them to a sample of Burnham's French Flowers Cold Cream when presented at their neighborhood drugstore. Over 78 per cent of the certificates were redeemed. According to Donald Burnham, advertising counsel for the firm, this test proved a tremendous and a responsive audience.

Further demonstration of the popularity and widespread appeal of Miss Mould's beauty talks is shown in a 1933 survey conducted by Charles J. Gilchrest, radio editor of the CHICAGO DAILY NEWS. In this contest the WBBM Burnham Beauty Chats rated second place in answer to the question "What is the Most Popular Woman's Feature?"; competing in this group were hundreds of network programs featuring all types of entertainment and artists.

Miss Mould, who writes and delivers all the talks, was sent by her sponsor to spend three months abroad last summer in London, Paris, Vienna, the Cote d'Azure and other famous European resorts to study other beauty methods and gather news facts for her broadcasts.

Storage Furniture Sold By Spot Announcements

MRS. WALTER KLAPPERT, proprietor of Klappert's Moving and Storage Co., Covington, Ky., long has been an enthusiastic radio advertiser. She found she got results in the way of new customers for moving and storage service. But recently she received new proof of radio's efficacy. Mrs. Klappert had on hand a large quantity of furniture, to be sold for storage charges. A few spot announcements on WCKY brought crowds who bought it all.

OPERATED by International Broadcasting Co. (Ireland), Ltd., with a nominal capital of about $50,000, the new 60 kw. Irish Free State broadcasting station at Athlone is now on the air on 725 kc. The company's headquarters at Dublin handles its advertising accounts. The station operates along American lines.

WHN Gets Full Time

WHN, New York, operated by Marcus Loew Booking Agency, has obtained full time with 250 watts on 1010 kc. through procurement of the licenses of WRNY and WQAO-WPAP, both in New York, with which it formerly shared. The Commission on Jan. 31 consented to voluntary assignment of WRNY's license from Aviation Radio Station, Inc., to the agency, and on Feb. 3 approved assignment of WQAO-WPAP's license from the Calvary Baptist Church.

NED WAYBURN, noted trainer of musical comedy stars, has announced expansion of his New York studios with a complete radio department for voice training and instruction in all forms of radio technique. Radio studios include soundproof walls, control rooms, amplifiers, etc. Wayburn's school has been renamed The Ned Wayburn Institute of Dancing and Radio Broadcasting School.

CBS Makes 'Audit Of Listening Lives'

Network Popularity Compared By Price, Waterhouse & Co.

WHAT IT CALLS an audit of "the private listening lives of millions of radio-owners from coast to coast" has been issued this month by CBS in a handsome book detailing the results of the fourth study of radio network popularity conducted by Price, Waterhouse & Co., public accountants.

Comparisons between the popularity of CBS and other networks stations, broken down into percentages and with rival stations named, are presented in this study which was prepared primarily for advertisers and agencies. The survey was conducted, as were the previous surveys for CBS by Price, Waterhouse & Co., by sending stamped postcard questionnaires to telephone homes which asked two questions:

"1. What radio station do you listen to most?"

"2. What other station or stations do you listen to regularly?"

The postcards carried a return address to Radio Research Bureau with a postoffice box address in New York City, and in no way indicated that the survey was being conducted by or for CBS. Eight cities were covered with a total of 212,500 postcards, the minimum number of cards sent to each city being 500 and the maximum 25,000 according to 1930 population. Returns ran 18.1 per cent, or nearly one out of every five ballots. Audience preference of networks was measured by the network whose station received the highest number of mentions in reply to Question 1.

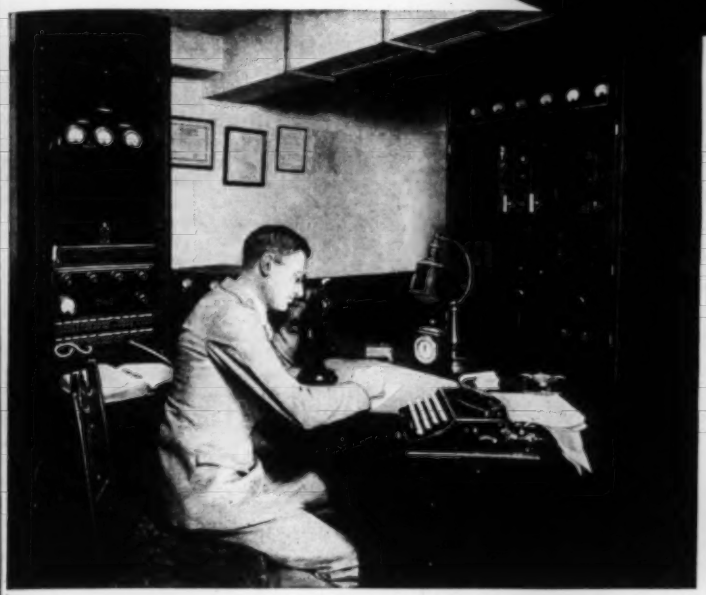
Not only were higher returns reported from this questionnaire but a remarkable growth in the popularity of CBS stations was recorded over the preceding three similar surveys. The tables ranking network popularity by cities show an interesting preponderance of CBS preferences, and will be consulted with keen interest by advertisers and agencies planning network campaigns. Copies of the book may be obtained by accredited parties by addressing the Columbia Broadcasting System, 485 Madison Ave., New York.

Sponsors Song Contest

IN A NEW program, broadcast over WOC-WHO, Davenport-Des Moines, the F. W. Fitch Company of Des Moines, is inviting listeners to send in new verses to radio's original hit song, "It Ain't Gonna Rain No More." Wendell Hall, author of the song, is starred on the program. Prizes of $5 each for the best five verses are offered, the entries to be written on the back of a package carton of Fitch Shaving Cream.

A SURVEY of radio education courses in colleges and universities is being made by the U. S. Office of Education, and will be followed by the issuance of a list of such institutions and the character of the courses.

IN STATIONS OF 100 WATTS TO 1000 WATTS



Western Electric 12A Transmitter (right) and 9A Speech Input Equipment (left) as installed at Station WHAT, Philadelphia

Control room at WHAT, showing 9A Speech Input Equipment with Moving Coil Microphone and Western Electric Reproducer Set

. . . . Western Electric 12A Transmitters assure quality, compactness, efficiency, economy!

Rated at 100 watts, the Western Electric 12A Radio Broadcasting Transmitter is noted for unusual frequency stability and fidelity of transmission. Complete absence of rotating machinery—100% grid bias modulation—all tubes radiation cooled, are some of its outstanding features.

For power higher than 100 watts, the 12A Transmitter is used as the driver for the 71A Amplifier. This combination will deliver 250, 500 or 1000 watts, depending primarily upon what tubes are used in the output stage.

Floor space of only 25″ x 36″ is required for complete 100 watt transmitting equipment. The amplifier—giving increased power up to 1000 watts—requires additional floor space of like area. The Western Electric Moving Coil Microphone and an efficient all AC operated single rack Speech Input Equipment have been designed for use with these transmitting equipments.

Many innovations in design result in unusually high quality performance and economical operation. That's why leading stations have increased their popularity—and their *revenues*—with the Western Electric 12A and 71A. Send the coupon to Graybar for complete information.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

GRAYBAR ELECTRIC CO. B-2-33
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information on the Western Electric 12A Radio Transmitter and 71A Amplifier.

NAME.....

ADDRESS.....

CITY..... STATE.....

Schuette Explains Copyright Issues

Broadcasters' Stand Clarified In Review of Controversy

AFTER a series of conferences concerning the copyright situation, Oswald F. Schuette, NAB copyright director, on Feb. 13 issued the following statement:

"The copyright controversy between the broadcasting stations of the United States and the American Society of Composers, Authors and Publishers has become a matter of so much public discussion that it seems appropriate to make a frank statement of the position of the broadcasters.

Music—classic and modern—comprises a large portion of the radio programs which are furnished free to the public each day by more than 600 broadcasting stations throughout the United States.

Fair Return Justified

"INASMUCH as music is so important a part of radio entertainment, the broadcasters of the United States have a vital interest in the encouragement of the musical genius of the nation. Unless this creative ability is properly rewarded, the steady flow of new music which radio needs will not long continue. Probably more than any other interest in the United States, radio thrives upon the continued creation of new and inspired musical compositions. It is, therefore, the prime interest of radio that composers and publishers of music should be fairly compensated.

"The St. Louis convention of the National Association of Broadcasters emphasized this position by the unanimous adoption of a resolution which declared that 'the composers and publishers of music are entitled to fair compensation, measured in proportion to the actual use of their compositions.'

"That statement sums up the controversy between the broadcasters and the American Society of Composers, Authors and Publishers. The latter organization, with something over 100 publishers and about 700 composers, has insisted upon a royalty contract from the broadcasting stations in the United States which would require them to pay a percentage of their receipts from programs of all kinds, whether they contained music written or published by members of the American Society or not, or whether they contained any music at all. In addition to this percentage, each station is required to pay a sustaining fee.

Double Fee Cited

"UNFORTUNATELY, one result of this contract is that it practically excludes from the air music written or published by composers or publishers who are not members of the Society. For, if the station uses such independent music, it must pay a double fee. Having already paid a percentage of the receipts from every program for the use of music of the American Society, the use of independent music imposes a double cost. It is the position of the broadcasters that the Society should not ask royalties from a program unless its music is actually used in it.

"On the other hand, the Society contends that it has a right to ask arbitrary fees from the broadcasters because the music of its members is copyrighted and because the law makes each copyright a monopoly. We do not question the monopoly rights of the individual copyright owner in his copyrighted work. We admit that the owner of an individual copyright is entitled to fix any fee he pleases for the use of his copyrighted composition. In that case, the user simply does not have to use the work unless he wishes to. And if he wants to use it, he must pay for it.

"That is true so far as the single owner of an individual copyright is concerned. But when the owner of such a copyright joins with the owners of several hundred thousand other copyrights, as in the case of the American Society, then the public is entitled to protection against such a combination of copyright monopolies. When such a combination of copyright owners says to the broadcaster, who may wish to use only a single piece by a single composer, you must pay a percentage of all your receipts from every source, then both the broadcaster and the public—for it is the public that suffers—are entitled to protection.

Other Businesses Affected

"THIS CONTROVERSY between the broadcasters and the American Society has also spread to other fields. The American Society claims that even though a broadcasting station has paid a percentage of its receipts to the Society for a license to use the music controlled by that organization, that the Society is also entitled to levy a license fee upon any business house—hotel, restaurant or otherwise—which may use a radio set to receive and broadcast music for the entertainment of its customers.

"Here again, the Society claims—as it does in the case of the broadcasters—that it has the complete power arbitrarily to fix the license fee and that a refusal to pay such a license will be met by suits for infringement. Every rendition of such a composition is a separate infringement. Under the statute, the minimum penalty that can be fixed by any court, even for a single infringement of a copyright composition, is $250. No individual business house—any more than an individual broadcasting station—can withstand such an attack. That is why the broadcasting industry has united to protect the radio stations, the independent composers and the public."

Canadian Military Band Broadcast Stirs Protest

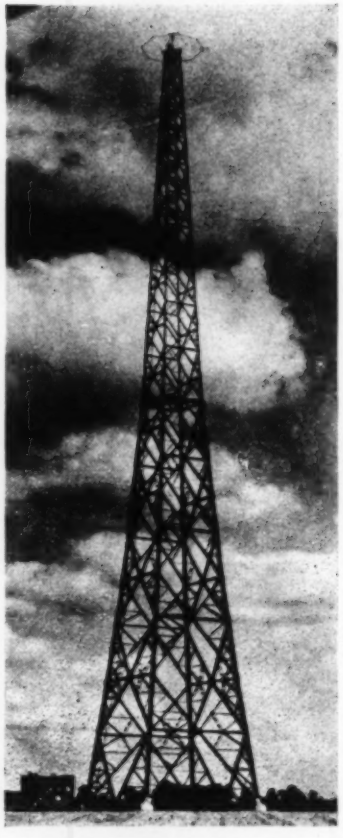
CANADA'S first free national broadcast, sponsored by the recently-created Canadian Radio Commission, drew vehement protests from the Toronto Musical Protective Association on account of the use of a Dominion military band, the Royal Canadian Regiment Band of London, Ont.

Complaints were filed with the Prime Minister, the Commission chairman, the National Defense Department and the stations which broadcast the program. The protests were made prior to the broadcast, but the program went on the air Jan. 27 on schedule.

The basis of the complaints was that an army band should not compete with civilian musicians. Hector Charlesworth, chairman of the Commission, promised to consider the protests in planning future broadcasts.

Agency Seeks Ideas

PARIS & PEART agency, 370 Lexington Ave., New York, has adopted the policy of setting aside two afternoons a week to listen to new radio ideas. E. J. Cogan, in charge of the radio department, interviews any and all who believe they have something new in either ideas or talent for radio. The afternoons set aside for this purpose are Tuesdays and Thursdays.



TALLEST WOODEN MAST—This is the German Telefunken's Radio Breslau, which is said to have the world's tallest wooden mast. Standing 455 feet high, it acts as the aerial support for the new type of anti-near-fading aerial which is said to have increased the 60 kw. station's service area 20 per cent.

Southwest Hookup

NOTABLES in official life joined a special galaxy of stars to inaugurate the new Southwest Broadcasting Co. network, using Postal Telegraph lines, Feb. 9. Stations in the hookup are KTAT, Fort Worth; KOMA, Oklahoma City; KGKO, Wichita Falls; WRR, Dallas; WACO, Waco; KNOW, Austin; KTSA, San Antonio; KFDM, Beaumont; KTRH and KXYZ, Houston. Howard W. Davis, former commercial manager, has been promoted to vice president in charge of sales. Hyman Maurice has been named musical director. Mr. Maurice for five years was guest conductor of various Paramount-Publix Theaters.

Sub for McNamee

AFTER May 15 Graham McNamee will not be used on the Texaco programs over NBC-WEAF as Ed Wynn's straight man. Wynn is scheduled to go to the coast on May 15 to be featured in a picture for M-G-M. McNamee is unable to accompany him to the coast because of his contract with Universal to record their newsreels. Texaco Fire Chief programs will be continued from the coast with Wynn using a new straight man. Who he will be has not been determined.

Sen. White, Sykes To Represent U. S.

Preparatory Conference Fails To Produce United Policy

SENATOR Wallace White, Jr., (R.) of Maine, and Acting Chairman E. O. Sykes of the Radio Commission will comprise the American delegation to the forthcoming North American conference for redistribution of broadcasting channels, at which the question of widening the broadcast band will be considered, it was announced Feb. 6 at the State Department.

Announcement came coincident with the holding of the first preparatory meeting for the conference, expected to take place in Mexico City in April. The meeting was called by Undersecretary Castle and was attended by radio officials of the various governmental agencies, broadcasters, marine and aviation communications groups and others directly or indirectly interested in possible alteration of channel assignments below 550 kc. with a view of providing additional space for North American broadcasting.

No definite agreement as to the stand to be taken by the United States' delegation was reached, and only cursory consideration was given to the important question of allocations. The position of organized broadcasters on the enlargement project will be decided upon at a meeting of the NAB board of directors called by President A. J. McCosker, WOR, Newark, in Washington Feb. 20. It is expected that the State Department will call another meeting of this general preparatory group following the NAB board meeting.

While April 1 tentatively has been fixed as the date for the conference in Mexico City, it has been indicated that a later date might be decided upon. The conference is being held pursuant to the terms of the International Radio Conference held in Madrid last fall, when the way was opened for possible enlargement of the broadcast band by regional agreements.

Attending the Feb. 6 conference in behalf of broadcasters were F. M. Russell, NBC Washington vice president; H. A. Bellows, CBS Washington vice president, and Philip G. Loucks, NAB managing director. Others in attendance, besides Senator White and Judge Sykes were Dr. C. B. Jolliffe, Commission chief engineer; Dr. Irvin Stewart, State Department; Capt. S. C. Hooper, director of naval communications, and Paul M. Segal, Washington, representing the American Radio Relay League.

To cover expenses of the American delegation, President Hoover has transmitted to Congress a recommendation that the unexpended balance of the $80,000 appropriation for the Madrid conference be turned over to the State Department for North American conference use. It was estimated that the left-over funds would be sufficient to defray the cost of the forthcoming conference. The communication was referred to the House Appropriations Committee and favorable action is hoped for prior to adjournment March 4.

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combined with

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"The Trade Journal of The Industry"

• • • With this issue BROADCASTING, the youngest major publication in the radio and advertising fields, absorbs *BROADCAST ADVERTISING*, the oldest magazine devoted to radio advertising.

• • • BROADCASTING takes pride in its achievement, in only 16 months of existence, of first place among all media reaching all the elements in the radio broadcasting industry.

• • • The combined circulation of the two magazines offers an unrivalled medium through which to reach all the elements which spend the radio dollar.

• • • BROADCASTING'S readership now embraces actual and potential radio advertisers, practically all advertising agencies handling radio accounts, station and network executives and staffs and nearly everyone else interested in the business of broadcasting.

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March 1 Issue - - Feb. 22
March 15 Issue - March 9
April 1 Issue - - March 23
April 15 Issue - - April 9

WCKY

C I

• *Associate Station N.B.C.---5000 Watts---Clear Channel--*

CINCINNATI'S LARGEST and LEADING MERCHANTS USE WCKY EXCLUSIVELY

IN CINCINNATI IT'S THE ENQUIRER, TIMES-STAR AND THE POST FOR READERS---BUT WCKY FOR LISTENERS!

Coca Cola test on a morning
Telephone Exchange wit

Associate station of the Natio
than 75 per cent day an

5,000 watts—Transmitter less
cinnati, giving a consisten

WCKY represents a potential
estimated net income of
buying area.

H. & S. Pogue—Maley &
Drug Stores and many

"If

OWNED AND OPERATED BY

L. B. WILSON

INCORPORATED

XUM

The Voice of

INCINNATI

annel---Unlimited Time, No Less Than 17 Hours Daily.

...FACTS...

t on a morning program completely paralyzed Cincinnati e Exchange with 25,000 calls. Result: 3 yr. contract.

on of the National Broadcasting Company. Carry more per cent day and night chain programs.

Transmitter less than six miles from the heart of Cin- iving a consistently strong signal assuring clear reception.

sents a potential listening audience of 2,326,500 with an net income of $743,659,000.00 within its concentrated rea.

ue—Maley & Carew—Shillito's—RKO Theatres—King res and many others are getting results from WCKY.

Most of the nation's great corporations are selling their products through WCKY—Lambert Pharmacal Co.—Pepsodent Co.—Maxwell House Coffee—Nestle Chocolateers—Bayer Aspirin Co.—Palmolive and Super Suds—Tastyeast Company—The Clicquot Club Company—Blue Ribbon Malt—Campana Corporation—Hinds Honey and Almond Cream—Sealed Power Corporation—R. L. Watkins Company—Atlantic and Pacific Tea Company—Ovaltine Company—Kraft Cheese Company—Westinghouse Electric Corporation—Louis Phillippe—Reid Murdock—Fleischmann Yeast Company.

21 years of *executive* experience in banking and business *manages* WCKY. 15 years of editing and dramatic criticism on metropolitan dailies heads its *continuity staff*. 23 years of show business experience *produces its programs.*

"If you are using WCKY, it is no secret!"

XUM

BROADCASTING
and
Broadcast Advertising

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"Naturals" for Radio

THE SELLING JOB that radio has done for drug and toilet goods manufacturers, some of whom report so glowingly elsewhere in this issue, is little short of remarkable. These endorsements of radio ought to be proof sufficient to other concerns in the same field that they, too, can use radio to their advantage. The wonder really is that more firms in the toiletries field, taking their cue from the leaders, are not throwing their budgets more toward radio.

There is no question but that radio is a natural medium for such accounts, as it is for foods and beverages (which last year led toiletries for first place in network expenditures). Morning and afternoon hours, as well as evening, are suitable for many of these accounts, too, as some of the sponsors have found to their great satisfaction.

Having proved its efficacy as a direct selling medium for essential products, radio should now concentrate also on developing institutional accounts. Ours is a natural medium for banks, public utilities, railroads, etc., which have a great stake not only in selling their services but in keeping the public informed about their institutional progress. It is our purpose in succeeding issues, as we have done before, to carry more articles about the methods used and success achieved in such campaigns. We will welcome the cooperation of advertisers, agencies and broadcasters.

Making the Show Fit

SEEKING to appeal to the various classes of people who shop in department stores, WIP, Philadelphia, operated by the Gimbel Brothers Store, has found that a variety of programs brings best results. One of its features is the Gimbel Shopper, presenting straight advertising talks interspersed with fashion hints and with a dramatization of a daily cablegram from a fashion expert in Paris. Another program is the Home Makers' Club, appealing to the average class of home folk who constitute the major portion of any city.

It may be argued, of course, that this department store, operating its own station, can well afford to experiment with radio because it can command as much time on the air as it chooses. But that does not alter the point its advertising managers make, which is that various types of programs can be made to appeal to various classes of shoppers—and can be made to pull! We have pointed out before that the department store field is one that has scarcely been scratched by radio, despite the fact that such leading American stores as Macy's, Lord & Taylor and Gimbel's have shown how radio can be used effectively.

Gimbel's tried another interesting experiment in variety. Alvin Grauer, the store's assistant advertising manager and a brother of Ben Grauer of NBC fame, went on the air with 15 minutes of poetry on Wednesday and Friday evenings and Sunday afternoons. Mail response was carefully checked, and showed the feature was being followed by listeners in the better residential sections of the city. Production cost of the program was low, and it was promoted largely by the book department. In six months Mr. Grauer mailed out 12,500 request copies of the poems, along with other direct mail pieces.

Political Spoils

WHATEVER the incoming Democratic Administration does about radio after March 4, it should not tamper with the technical and specialized activities and personnel of the Radio Commission which are now functioning smoothly under responsible non-political heads. It might prove disastrous to subject those branches to the whims and caprices of political bosses, who are interested only in doling out patronage.

That there will be new personnel and new policies for the Commission, appears evident. How deeply the Roosevelt "new deal" will cut into radio regulation, however, is conjectural, although it is known that much pressure is being brought upon Democratic headquarters to clean out even down to clerical jobs.

It seems certain that Judge Sykes, whose term of office expires Feb. 23, and who has been reappointed by President Hoover, will become the new chairman. While his tenure is expected to lapse from Feb. 23 to March 4, it is practically assured that he will be renamed by President-elect Roosevelt as soon as he assumes office and promptly elevated to the chairmanship—moves that will be highly favored on all hands.

It seems just as certain that Prof. Jensen, named by President Hoover for the fourth zone vacancy, will not be confirmed at the current session and will not be given a new appointment by the incoming president. He is a Republican. The post is slated to go to a Democrat, to give the new administration the majority on the Commission. But strange things happen in politics!

There is much sentiment in favor of a Communications Commission to supplant the Radio Commission, as proposed in the Roosevelt-endorsed Rayburn Bill pending in the House, which is a counterpart of the Couzens bill in the Senate. It is no secret that the Commission has been accused of unduly yielding to political pressure, if not of outright maladministration, in certain instances. Certainly its method of regulation could be improved, and perhaps a Communications Commission, composed of men selected from the whole field of communications, will be the ultimate solution after a few years.

The resignation of General Counsel Patrick, prompted by his desire to return to private practice, provides the first staff vacancy for Democratic disposal. Mr. Patrick's distinguished stewardship as the Commission's highly successful barrister will be missed. His successor should not be a political office-seeker, unacquainted with radio and its own peculiar field of jurisprudence.

The RADIO BOOK SHELF

AN INVALUABLE record of the most progressive thought of radio and its relation to education is contained in "Radio and Education, 1932," (University of Chicago Press, $3) edited by Levering Tyson, director of the National Advisory Council on Radio in Education. Covering the proceedings of the second annual assembly of the council at Buffalo last May, the volume not only reveals the changes in educational broadcasting but it delves into the moot issue of radio advertising as well.

Among the papers are the following: "Merchandising a Radio Program," by Paul Kesten, of CBS; "The Radio Station as a Community Enterprise," by Edgar Bill, WMBD, Peoria, Ill.; "The Trend of Radio Program in the United States," by Commissioner Harold A. Lafount; "The Problem of the Institutionally Owned Station," C. M. Jansky, Jr., consulting radio engineer; "What Radio Can Do for the Farmer," Senator Arthur Capper; "Broadcasting Abroad," by William Hard; "Radio Advertising," by Howard Angus.

THE SIXTY-FIFTH edition of the "Directory of Newspapers and Periodicals for 1933" (N. W. Ayer & Sons) recounts that, despite the depression, the number of publications in the United States and Canada decreased only 4 per cent in 1932, the total being 21,109 as of Jan. 1. At the beginning of 1933, there were 2,368 dailies, with an aggregate circulation of 38,826,000, and 11,970 weekly newspapers in both countries.

The directory contains 1357 pages and 100 maps, lists all known publications in this country and Canada and carries word pictures of each state and province, setting forth its size, topography, soil, climate, wealth, business statistics, transportation facilities, population (broken down) and the percentage of families owning radio receivers.

A BOOK written by engineers for engineers is "Radio Engineering Handbook", edited by Keith Henney, associate editor of ELECTRONICS, (McGraw-Hill Book Co., New York; $5). The volume is thoroughly technical and was prepared by 22 specialists. All phases of radio engineering, from fundamental principles to the latest practical applications, are covered in 583 pages and 482 illustrations.

USE OF the long waves for broadcasting is held desirable by P. P. Eckersley, well-known British engineer, in a paper published in the February issue of I. R. E. PROCEEDINGS. The paper, from a technical standpoint, is regarded as important in view of the approaching North American Conference on frequency allocations. Mr. Eckersley concludes that the present 10 kc. separation between frequencies is insufficient.

We Pay Our Respects to—

DUKE MOYER PATRICK

UNCLE SAM loses its "best radio lawyer" with the resignation of Duke Moyer Patrick as general counsel of the Federal Radio Commission.

Effective March 1, Mr. Patrick leaves the Government after three years of exemplar legal stewardship, during which he recorded a legal batting average of nearly 1,000. During those years he handled every radio case carried to the Court of Appeals of the District of Columbia, which sits as a sort of Super-Radio Commission, and lost only one—the WIBO case—that had its inception during his tenure.

Only 32 years old, Duke Patrick returns to private practice of law in Washington, young in years but a seasoned veteran in the swiftly moving field of radio jurisprudence. In private practice he joins John W. Guider, also well known in the field of radio law. The firm is Hogan, Donovan, Jones, Hartson & Guider, one of the old line practices in Washington.

Mr. Patrick leaves the Commission with the well-wishes of its entire personnel. Despite the requests of his superiors that he reconsider and remain as general counsel, he insisted upon leaving. And he has left a record of court victories and all-around performances for his successors to shoot at for some time to come.

Duke Moyer Patrick was born July 3, 1900, on a farm at Paragon, Morgan County, Ind., the son of Mr. and Mrs. Bruce T. Patrick. His parents still reside there. Receiving his preliminary education in the local public schools, he then enrolled at Purdue University, graduating in 1921 with a B.S. degree. He continued his education at the University of Michigan, obtaining his degree as Doctor of Jurisprudence in 1925.

Upon leaving law school, young Patrick began practice in Lafayette, Ind., and remained there until May, 1927, when he settled in Indianapolis to specialize in utilities practice before the Federal courts and the State Utilities Commission. He was engaged in that practice when he received the call to Washington on Jan. 27, 1930.

For two years he served as assistant general counsel in charge of litigation. Then, on March 28, 1932, he was rewarded with the general counselship when his predecessor, Col. Thad H. Brown, was elevated to Commissioner.

Perhaps Mr. Patrick's most significant contribution to radio jurisprudence, but one not generally appreciated by the layman, was the codification of procedure, law and regulations governing radio, called the Rules & Regulations. Although promulgated on Feb. 1, 1932, this handbook on radio law was instituted by Mr. Patrick about a year after his appointment to the Commission. These regulations, except for a few minor amendments, are in full force today.

Much fundamental radio law has been written by the courts during the tenure of the retiring general counsel. In the famous Brinkley and Shuler cases, the court settled the issue of improper use of radio facilities as "private mouthpieces", and sustained the Commission's right to delete stations because of objectionable programs. In the Durham, Ansley and related cases, the court upheld the Commission's controverted quota regulations. The legality of the Commission's examiner system was sustained in the Sproul case. As a matter of fact, the validity of the bulk of the provisions in the Rules & Regulations were tested in these and other court cases and were sustained in virtually every instance.

Endowed with a pleasing personality and a sparkling sense of humor, Duke Patrick is a popular member of the "Kilocycle Fraternity" in Washington. His charming wife, who was Gwendolyn J. Patton, of Lafayette, figures prominently in the "Static Sorority", the Ladies' Auxiliary. They were married Oct. 26, 1928.

An enthusiastic sports fan, Mr. Patrick calls golf his hobby, although he indulges spasmodically in fishing and tries his hand at bridge and other card games. He is a member of Pi Kappa Alpha, social fraternity, and of Phi Delta Phi, legal. He belongs to the Columbia Club of Indianapolis and the Congressional Country Club of Washington, and is a Mason.

PERSONAL NOTES

GEORGE BRICKER, for the past year and a half director of public relations for WMCA, New York, has been made sales promotion director for the station. He is succeeded in the public relations department by Capt. Bob Wood, former radio editor of the NEW YORK WORLD and former managing editor of RADIO GUIDE.

M. H. AYLESWORTH, president of NBC and RKO, addressed the annual meeting of the National Institute of Social Sciences in New York Feb. 3 on "The Social Effects of Broadcasting."

G. A. RICHARDS, president of WJR, Detroit, has returned to Detroit after nine weeks at his winter home in Beverly Hills, Cal.

SAM BENTO, formerly associated with WAPI, Birmingham, is now manager of KNOW, Austin, Tex.

J. D. SAUMENIG, formerly with WFLA-WSUN, Clearwater, Fla., has been appointed manager of WNOX, Knoxville, Tenn.

HANSSELL W. SMITH, formerly with the Hamman-Lesan and McCann-Erickson agencies in San Francisco, has been appointed advertising director of KFRC, San Francisco.

EDWARD J. GANTS, formerly with the Newell-Emmett Co., New York, and with COLLEGE HUMOR Magazine, has been appointed to the advertising staff of RADIO STARS, published by the Dell Publishing Co., New York.

T. G. TINSLEY, II, commercial manager of WDEL and WILM, Wilmington, Del., has been placed in charge of operations.

ERNEST BADER has taken over the management of WAAW, Omaha. Associated with him is the Buchanan-Thomas Advertising Agency, Omaha.

J. C. HETHERINGTON has been named assistant director of sales for KMOX, St. Louis, according to J. L. Van Volkenburg, director of operations. Mr. Hetherington joined KMOX last April. He was associated formerly with the Wabash Railway and at one time with the CHICAGO TRIBUNE.

ROGER W. McADAM, formerly associated with WEAF, New York, and NBC, and at one time a member of the New Jersey Radio Commission, has been appointed commercial manager of WHOM, Jersey City, according to Harry F. O'Mealia, president. Mr. McAdam was with WEAF when it was operated by the A. T. & T. Co.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, has been vacationing in Hawaii.

RAYMOND V. HAMILTON, former assistant sales manager of WLW, Cincinnati, has rejoined WCLO, Janesville, Wis., as assistant manager in charge of sales after an absence of two years.

ARTHUR KAHLES, manager of KFI-KECA, Los Angeles, Glen Dolberg, his assistant, and Carl Haverlin, ex-sales manager of the stations, spent the early part of February in San Francisco conferring with Don Gilman, NBC vice president and coast chieftain.

ROLAND BRADLEY, former announcer and dramatic director at WGY, Schenectady, has joined WHAM, Rochester, where he is playing with Jack Lee's players and doing a sustaining "poetry exchange."

BEHIND THE MICROPHONE

MEMBERS of the continuity department of KOIL, Omaha-Council Bluffs, with other writers in the two cities, have organized "Associated Radio Writers" group to market their scripts after they have been presented from KOIL.

JOHN HENRY LYONS, director of music education for the Pasadena (Cal.) public schools and educational director for the Los Angeles Philharmonic Orchestra, late in January started his usual winter series over KECA, Los Angeles, with a weekly talk for young people.

KIEV, new station at Glendale, Cal., has added to its staff the following: Lucille Ray, contralto; Phyllis Peterson, ballads; Frederick Fox, baritone; Charles O'Haver, basso, and Betty Hale, character impersonator. Philip Bowman has been appointed chief announcer and Ethel Kay studio accompanist.

HAL CHAMBERS has joined KMPC, Beverly Hills, Cal., as announcer.

JERRY JOYCE, at one time with KFWB, on Feb. 1 became music director of KFAC, Los Angeles.

MANNY LANDERS, orchestra director, has been named head of the new Artists Bureau at WHK, Cleveland. Although only 27 years old, he has had considerable experience in managing orchestras.

CHARLES A. McMAHON, announcer at WSPA, Spartanburg, S. C., has been promoted to program director and chief announcer.

FRANCIS COUGHLIN, former literary editor of the CHICAGOAN MAGAZINE and at one time a columnist for the CHICAGO TIMES, has joined the continuity staff of WGN, Chicago.

BUD ERNST and Harry Geise, announcers at KMPC, Beverly Hills, Cal., have joined KRKD, Los Angeles.

JACKSON WHEELER is the newest announcer at KFI, Los Angeles.

ED EAST and Ralph Burke, noted radio comedians and the originators of the "Sisters of the Skillet", have signed a contract to perform for WJR, Detroit, nightly. They will also continue their daily afternoon program for NBC.

SALLY WALKER, formerly director of dramatics at KMOX, St. Louis, has been signed for a three-a-week commercial series on WBBM, Chicago. She was on the stage before entering radio.

LINDSAY MacHARRIE, until recently production manager for KHJ, Los Angeles, is now at KFI on weekly "Tapestries of Life" program for Forest Lawn Memorial Park.

FRED SHAW, formerly with WLW, Cincinnati, and Dan Russell, formerly with WBEN, Buffalo, and NBC in New York, have been added to the announcing staff of WRC, Washington.

LELAND BECRAFT has been added to the announcing staff of WCAE, Pittsburgh.

RUSSELL HODGES, morning announcer at WCKY, Covington, Ky., is "doubling in brass", his afternoons and evenings being taken up making personal appearances with the Dixie Vagabonds, WCKY's old time fiddlers, who are playing in Cincinnati vaudeville theaters.

ARNOLD MAGUIRE is a new announcer on KFRC, San Francisco, with Murray Bolen getting the relief assignment.

EDDIE PEABODY is now commuting between his Riverside (Cal.) ranch and San Francisco for the regular Wednesday night broadcast he commenced Feb. 8 for Safeway Stores via NBC.

KSTP LEADS

26% Lower Cost

32% Greater Listener Choice

IN THE 9th U. S. RETAIL MARKET

According to the CO-OPERATIVE ANALYSIS OF BROADCASTING, made by Crossley, Inc., for the Association of National Advertisers — the only authentic national radio survey — KSTP for three consecutive years has led all Minnesota stations combined by a substantial margin in coverage or "listener preference" in the Northwest's greatest market, the

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

CECIL & SALLY, of KPO, San Francisco, since being dropped last month by their sponsors, are backing themselves in a stage show which they will present at the Fulton Theatre, Oakland, Cal., opening Feb. 26. They hope to play most of California houses with the show.

LEO MARK COOMBS, director of the Olympic Choral Club, Los Angeles, is on KMPC, Beverly Hills, with an evening program by the chorus and an afternoon lecture on voice culture.

YASCHA BOROWSKY has returned to western audience over KFWB, Hollywood, twice daily with his string ensemble from the Los Angeles Biltmore via remote control. Billie Lowe, formerly staff singer at KOL, Seattle, also has been added to KFWB, where she will be known as the "Blue Shadow" girl.

FRED FREY, formerly of Harrisburg, Pa., has been added to the announcing staff of WORK, York, Pa.

BERNARD FENNER has resigned as studio director of KFAB, Lancaster, Neb.

JACK PARIS has been added to the announcing staff of WDEL and WILM, Wilmington, Del.

KERRY CONWAY, who gave a grammar program over KHJ, Los Angeles, last year, has returned to the air over KNX, Hollywood, with a twice weekly series.

"Radio Farm"

"CY TOOSIE'S Radio Farm" has been started about 20 miles out of Los Angeles on the Ventura Boulevard, where the former Encino Country Club buildings and equipment have been taken over for the purpose. Al Miller, heard over KLX and other stations around Oakland and San Francisco for several years as "Cy Toosie," with a program of rural philosophy, will head the new enterprise. The development will be operated as a place for radio artists to rest and relax and for radio fans to congregate. Opening was held during Christmas week with a barn dance and a dinner.

Powers Boosted

SUBJECT to cancellation if interference occurs, the Radio Commission Feb. 10 granted both WJAR and WEAN, Providence, R. I., experimental increases in night power from 250 to 500 watts on their respective channels. Both stations had requested 1 kw. day and night experimentally.

IN THE CONTROL ROOM

FRANK FALKNOR, former Westinghouse engineer and a partner in Doolittle & Falknor, Inc., Chicago, has been appointed chief engineer of WBBM, Chicago. He will maintain his interest in Doolittle & Falknor.

LARRY FISK, audio engineer of WBBM, Chicago, has been transferred temporarily to KMOX, St. Louis.

HAROLD THOMAS, formerly with WEAN, Providence, has been appointed chief engineer of WSAR, Fall River, Mass.

R. H. THOMSON, formerly with the Jenkins Laboratories, has joined Radio Research Co., Washington, as a radio engineer.

J. L. MIDDLEBROOKS has been promoted to chief engineer of WAPI, Birmingham, and WODX, Mobile. His promotion followed Polk Perdue's departure from WAPI to WHAS, Louisville.

WALTER PIERSON, formerly on the technical staff of WLW, Cincinnati, has joined CBS in New York as control engineer.

FREDERICK J. ROBINSON, former owner of KGFH, Glendale, Cal., now deleted, designed the new KIEV, which opened at Glendale as a daytime station Jan. 27. He is a radio construction engineer at La Crescenta, Cal.

M. L. CHEESMAN has been named chief engineer of WDEL and WILM, Wilmington, Del.

Re Operators

SUSPENSION until July 1, 1934, of the terms of federal regulations governing the issuance of radio operators' licenses, insofar as they require employment, service or examination as a condition precedent to obtaining a renewal of the same class of license, was ordered by the Radio Commission Feb. 3 on motion of Commissioner Lafount.

Foreign Station Log

A REVISED list of foreign radio broadcasting stations as of Jan. 31, 1933, has been compiled by Lawrence D. Batson, of the electrical equipment division, Bureau of Foreign and Domestic Commerce, Department of Commerce. Copies are obtainable at 25 cents each.

Good Programs Deserve EFFECTIVE MERCHANDISING

KMBC ... Offers Both

ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS

MIDLAND BROADCASTING CO.
Kansas City, Missouri

Check on Program Duplication Urged

Commission Control Over Net Tie-ups Asked by Lafount

Mr. Lafount

TO GUARD against future excessive duplication of network programs, Radio Commissioner Lafount has proposed that no additional stations be aligned with any network without consent of the Radio Commission. The motion was tabled but will be considered by the legal division to ascertain the Commission's jurisdiction over such program arrangements, in view of the anti-censorship provision of the law.

Formal Record Sought

OFFERED on Jan. 31, the resolution would make it mandatory for the network and station involved to submit detailed information as to why it would be in the public interest to extend the chain programs to that territory. Mr. Lafount indicated that some complaints have been received both from listeners and members of Congress and that the purpose of his proposal is to provide a formal record as to why it would serve public interest to add new stations to networks. It does not necessarily mean, he declared, that hearings would have to be held in such cases.

The resolution, titled "To Avoid Further Duplication of Programs", follows:

"No broadcasting station licensed by this Commission and not now presenting identical programs simultaneously with other stations connected by wire, and generally known as chain or network, shall be added to the said chain or network without the consent of the Commission."

Hits Local Duplication

AT THE SAME time, Commissioner Lafount offered a second motion designed to prevent undue duplication of programs by stations in the same cities, whether local or network. This also was tabled, and will be studied by the legal division. Mr. Lafount explained that complaints had been received about stations, mainly in the west, which broadcast cooperative commercial programs simultaneously to procure maximum coverage, leaving listeners little or no selections. This proposal was as follows:

"A program shall not be broadcast simultaneously over two or more stations in the same city without consent of the Federal Radio Commission."

Cantor Wins Poll

MAJOR AWARDS in a popularity poll conducted by the MILWAUKEE JOURNAL'S radio editor during the week ending Jan. 29 went to Eddie Cantor, Dave Rubinoff and the Chase and Sanborn Hour. More than 10,000 listeners in the northwest voted.

THERE ARE 260,000 PEOPLE IN "WPG-CITY" — and

THE COLUMBIA BROADCASTING SYSTEM

THE EASTER HOLIDAYS (only a few weeks away) WILL TRIPLE YOUR AUDIENCE HERE—

The *Primary* Listening Area alone of WPG contains over 260,000 permanent residents. . . . With Spring just around the corner, this population will be *tripled* by visitors from all over the country. Visitors in a spending mood. Visitors with money!

They listen to WPG in Atlantic City.

Make your plans now for them to hear *your* program advertising *your* product.

Advance contracts will get you advantageous "time." Write now for rates and "open time" to

WPG Broadcasting Corporation

Operated by Columbia Broadcasting System
Studios Located in World's Largest Auditorium Directly on the Famous Boardwalk, Atlantic City, N. J.

RADIO SALES, Inc.
485 Madison Ave., New York
410 North Michigan Ave., Chicago

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW ACCOUNTS reported by WJR, Detroit: Campbell Cereal Co., Northfield, Minn., 10-minute program thrice weekly, through Rogers and Smith, Chicago; Corn Products Refining Co., New York, (Kremel dessert) "True Stories of Romance", thrice weekly to July 7, E. W. Hellwig, New York; Neuhauser Chick Hatcheries, Napoleon, O., "Good Luck Trio", Mondays, Allan N. Moore Co., Grand Rapids; Louis Phillipe, Inc., New York, renewals, "Paris Night Life", transcriptions through WBS; Gordon Gordon, Ltd., Chicago, (Princess Pat cosmetics) thrice weekly through February 17, Critchfield and Co., Chicago; Loose-Wiles Biscuit Co., Dayton, O., transcriptions, twice weekly, to Aug. 10, through WBS; Shadowfoam, Inc., Cleveland, (reducing preparations) twice weekly, to April 25; Hudson Motor Car Co., Detroit, reports from Detroit auto show nightly; John F. Jelke Co., Chicago, (margarine) announcements in Mrs. Page's Household Hour, through WBS; General Mills, Minneapolis, 5-minute transcriptions, five days a week; Ridley and Marshall, Detroit, (livestock merchants) livestock reports, Monday through Thursday.

KFI, Los Angeles, reports the following new accounts: R. L. Watkins Co., New York, (Dr. Lyon's toothpowder), transcription, Sundays, through WBS; Geo. W. Luft Co., New York, (Tangee), 26 transcription programs, Mondays, through SHB; J. W. Marrow Co. (Mar-o-Oil), 52 Monday and Wednesday studio programs, Graham Hughes, Los Angeles; Hancock Oil Co., transcriptions, thrice weekly, Emil Brisacher & Staff, Los Angeles; Crowell Publishing Co., New York, (WOMAN'S HOME COMPANION), 52 Wednesday studio programs, Martin-Pilling-Shaw, Philadelphia; Bristol-Myers Co., New York, (Ingram creams), 52 Friday transcription programs, Pedlar & Ryan, New York.

KDB, Santa Barbara, Cal., reports the following new accounts: Sperry Flour Co., transcription programs Tuesdays and Fridays for a year, Westco Advertising Agency, San Francisco; Carnation Albers Co., (cereals) transcriptions, Wednesdays and Fridays for a year, MacGregor & Sollie, Inc., San Francisco; Signal Oil Co., transcriptions, Monday through Friday, 1 year, Logan & Stebbins, Los Angeles.

WMAZ, Macon, Ga., reports the following new accounts: Plough Chemical Co., Memphis, Tenn., (Penetro St. Joseph's aspirin), recorded announcements, through Lake - Spiro - Cohn, Memphis; Peruna Corp., Chicago, daily announcements, Heath-Seehof, Inc., Chicago; Stanback Co., Salisbury, N. C., (headache powders) announcements, direct.

SHEFFIELD Farms Co., Inc., New York, (dairy) on Feb. 4 started Dorothy Lewis in children's stories, on WEAF, New York, Saturdays, 9:15-30 a.m., EST, 30 weeks; N. W. Ayer & Son, New York, handles account. I. J. Fox, Inc., New York, (furs) on Feb. 10 renewed Ben Hirsch's orchestra and quartet on WEAF, Fridays, 7:30-45 p.m., EST, 13 weeks, through Peck Advertising Agency, New York.

TO BOOST circulation, the OMAHA BEE-NEWS is sponsoring a quarter-hour program, primarily for children, on KOIL, Omaha-Council Bluffs, at 7:30 a.m. daily. Each morning a pupil of one of the forty odd grade schools speaks for two minutes on the program. A treasure hunt forms the central theme of the feature.

BERLAND Shoe Co., St. Louis, on Feb. 6 took sponsorship of the "Heart-to-Heart Club", formerly a sustaining feature on KMOX, St. Louis.

KECA, Los Angeles, reports that the California Lima Bean Growers Association, Los Angeles, is sponsoring five Tuesday programs (transcriptions); Continental Broadcasting Co., Los Angeles, handles acount.

THE RALSTON PURINA Co., Inc., St. Louis, (cereal) is sponsoring dramatizations of the Uncle Remus stories on KMOX, St. Louis, Mondays, Wednesdays and Fridays. Marvin E. Mueller, KMOX announcer, takes the part of Uncle Remus. The cast includes Sara Selby and Conrad Harter. Louis Tappe, director of dramatics, directs.

LUXOR, Ltd., (face powder) a division of Armour & Co., Chicago, is using a half-hour dramatic program with a cast of at least five players each Monday night over WENR, Chicago, for 13 weeks, beginning Jan. 23. Program entitled "Luxor Theater of Romance" is handled by N. W. Ayer & Son, New York.

THE FAMOUS singing canary, "Golden Bird", which not only chirps, warbles and sings but also answers questions through Thomas Provel, its ornithologist - trainer, began a tri-weekly series Feb. 12 on WMCA, New York. Program is sponsored by Justrite Bird Foods.

BARNSDELL REFINERIES, Inc., Tulsa, (petroleum products) is having a series of 26 transcriptions featuring Lou Katzman and orchestra recorded by Byers Recording Laboratory, unit of SHB for placing on 28 stations.

WFLA, Tampa, Fla., reports the following new accounts: Three Minute Oats Co., Cedar Rapids, Ia., (cereal) transcriptions five nights weekly, direct; SUNDAY AMERICAN, Atlanta, (Globe Trotter), transcriptions once weekly, direct.

CATHOLIC Extension Society of America, publishing EXTENSION MAGAZINE in Chicago, on Feb. 5 began a Sunday afternoon half-hour series of dramatizations of "Lives of Early American Missionaries" over WBBM, Chicago.

NATIONAL ACCOUNTS reported by KPRC, Houston, include Standback Co., Salisbury, N. C., (medicines); Plough Chemical Co., Memphis (beauty preparations); Arzen Laboratories, St. Louis (cough medicine); Minit-Rub Corp., St. Louis (medicine), and St. Joseph Aspirin, Memphis.

GENERAL MILLS, Minneapolis (Gold Medal Flour), on Feb. 8 began sponsorship of two 5-minute transcriptions of the Gold Medal Band, five afternoons weekly, over WBBM, Chicago; WTMJ, Milwaukee; WHAS, Louisville; WFBM, Indianapolis, and KSL, Salt Lake City. Contract calls for 50 broadcasts; account handled by WBS and Blackett-Sample-Hummert, Chicago.

NETWORK ACCOUNTS

GOLD DUST Corp., New York (household cleaners), on Feb. 15 renews musical program on 10 eastern CBS stations, daily except Saturday and Sunday, 9:15-9:30 a.m. Batten, Barton, Durstine & Osborn, New York, handles account.

FRED FEAR & Co., Brooklyn, N. Y., (Easter egg dyes) on April 6 renews children's program on 21 CBS stations. Menken Advertising, Inc., handles account.

PHILLIPS PETROLEUM Corp., Bartlesville, Okla., (gasoline) on Feb. 6 renewed "Milligan and Mulligan" on 6 CBS stations, daily except Sunday, 7-7:15 p.m. Lambert & Feasley handles account.

KANGAROO CLUB—That's the name of a daily afternoon juvenile feature on KDYL, Salt Lake City, staged by the children in costume in a studio specially designed for them and before a visible audience of 100. This scene is from "Goldilocks and The Three Bears." The youngsters memorize their lines and prefer to be in costume, as are the 30 boys comprising the club's band. George D. Snell, Jr., as "Uncle Ben," has been conducting this sponsored feature for four years.

HORLICK'S MALTED MILK Corp., Racine, Wis., on Feb. 6 renewed "The Devil Bird", children's program, on 5 CBS stations, Monday to Friday inclusive, 6:15-6:30 p.m. Lord & Thomas handles account.

J. L. PRESCOTT Co., Passaic, N. J., (Oxol) on Feb. 24 renews musical program on 14 CBS stations, Wednesday and Friday, 10-10:15 a.m. Batten, Barton, Durstine & Osborn handles account.

WILDROOT Co., Buffalo, N. Y., (beauty preparation) on Jan. 1 renewed musical program with beauty talks, Sundays, 4:15-4:30 p.m., on NBC-WEAF, 52 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

J. B. WILLIAMS Co., Glastonbury, Conn., (shaving cream) on Feb. 24 starts new comedy team with 18-piece orchestra on NBC-WEAF for 13 weeks, Fridays, 9-9:30 p.m. Ralph H. Jones Co., Hartford, Conn., handles account.

THE BORDEN Sales Co., New York, (household products) has extended programs on NBC-WEAF and NBC-Pacific coast networks 26 weeks to continue them throughout 1933. "Radio Household Institute" carried on NBC-WEAF Wednesdays and Saturdays, 11:15-11:30 a.m., and "The Borden Program" broadcast on west coast Fridays, 11:30-11:45 a.m., PST.

CHARIS CORP., Allentown, Pa., (Charis Foundation garments) on March 8 starts "Charis Musical Review" on NBC-WEAF, Wednesdays, 4:45-5 p.m., 13 weeks. John L. Butler Co., Philadelphia, handles account.

SWIFT & Co., Chicago, (meats and butter) on Feb. 2 renewed "Thurston the Magician" on NBC-WJZ, Thursdays and Fridays, 13 weeks. J. Walter Thompson Co., Chicago, handles account.

P. LORILLARD Co., New York, (Old Gold cigarettes), which on Feb. 8 started 13-weeks' program on CBS, Wednesdays, 10-10:30 p.m., has engaged John P. Medbury, humorist, and Fred Waring's Pennsylvanians for the feature.

SINCLAIR REFINING Co., New York, (gas and oils) on Jan. 30 began "Sinclair Greater Minstrels" for 48 weeks on an NBC-WJZ network, Mondays, 9-9:30 p.m. Federal Advertising Agency, New York, handles account.

PENNZOIL Co., Oil City, Pa., on Feb. 12 renewed its "Pennzoil Parade" over 29 CBS stations, Sundays, 9:30-10 p.m. Hays MacFarland & Co., Chicago, handles account.

LADY ESTHER Co., Chicago, (cosmetics) on Feb. 16 renews Wayne King's orchestra and talks by Lady Esther over NBC-WJZ network, Thursdays, 9:30-10 p.m. 13 weeks. Stack-Goble Advertising Co., Chicago, handles account.

J. A. FOLGER & Co., Kansas City, (coffee) on Feb. 27 begins "Judy and Jane," women's feature, on special NBC network comprising WOC, WHO, WOW, WDAF, KSTP, WEBC, KVOO, WKY, WBAP and WOAI, Mondays through Fridays, 3-3:15 p.m., EST, 9 weeks. Blackett-Sample-Hummert, Inc., Chicago, handles account.

HOUSEHOLD FINANCE Corp., Chicago, (loans) on Feb. 3 began "Household Musical Memories" with Edgar Guest over special NBC-WJZ network, Tuesdays, 9-9:30 p.m., EST, 13 weeks. Charles Daniel Frey Co., Chicago, handles account.

NEW ACCOUNTS secured by NBC in San Francisco include the following: Pennzoil Co., Los Angeles, on Feb. 6 started a once weekly dramatized news broadcast on KGO and KFI, placed by the Bowman, Deute, Cummings, Inc., San Francisco. Pennzoil dropped its Musical Parade on Don Lee-CBS before starting the NBC program. Sperry Flour Co., on Mar. 2 begins a Tuesday and Thursday morning cooking school, conducted by

Martha Meade. The account, handled by Westco Advertising Co. of San Francisco, also is on the Magazine of the Air once monthly. Paraffine Companies, Inc., (Pabco building materials) has renewed its Magazine of the Air spot for 13 additional weeks. Spratts Patent, Ltd., (dog food) has signed for a series of Monday night dog stories done by Scotty Mortland and Sid Goodwin; Paris and Peart, New York, handled account. Standard Oil of California changed its fiscal year from August to January and renewed the Symphony and School of the Air broadcasts; same concern is also auditioning variety and drama programs.

PROSPECTS

FOREMOST DAIRIES, Inc., manufacturers and distributors of milk and ice cream products in the southeast, has appointed the Fitzgerald Advertising Agency, Atlanta, to handle its account, using radio and other media. Foremost has 11 plants in the south.

DUTCH TEA RUSK Co., Holland, Mich., (Hekman's Dutch Tea Rusk) makes up lists during March, including radio. J. E. Hekman is president in charge of advertising. Stevens, Palmer & Stevens, Inc., 809 Association of Commerce Bldg., Grand Rapids, Mich., handles account.

ABILENE FLOUR MILLS, Abilene, Kans., (Minute Biscuit Flour) is planning to expand its spot programs, following a successful trial campaign over WIL, St. Louis. Carl Ausbeck handles the account for the company direct with stations.

AUTOMOBILE Club of Southern California (Los Angeles), once heard regularly over the air with civic and travel programs, will return to the air on March 1 with a weekly travelogue by Raine Bennett. Station has not yet been selected.

AGENCIES AND REPRESENTATIVES

HENRY T. EWALD, Campbell-Ewald Co., Detroit, has been named chairman of the program committee of the American Federation of Advertisers convention to be held in Grand Rapids, Mich., May 25 to 28. On his committee are Lee Bristol, Bristol-Myers Co., and Earle J. Freeman, the Kellog Co.

AMERICAN Association of Advertising Agencies will hold its sixteenth annual convention in the Mayflower Hotel, Washington, May 11 and 12.

FORMATION of a radio department is announced by Smith, Schreiner & Smith, Inc., Pittsburgh, with M. K. Mellott, formerly of the commercial department of WCAE, in charge. The first program undertaken, the Pinco quartet, sponsored by the Scott Realty Co., Inc., went on the air Feb. 1 over WJAS.

EARNSHAW-YOUNG, Inc., Los Angeles agency, announces that a group of southwest stations is now carrying the "Chandu the Magician" program for the Rio Grande Oil Co., which succeeded to the sponsorship when it was terminated by the Los Angeles Soap Co., Dec. 10. Sponsorship of "Chandu" in east of the Mississippi is over 49 selected stations by the Beech-Nut Packing Co.

TITAN PRODUCTIONS, San Francisco, a subsidiary of the Pacific Coast Record Corp., producers of the transcriptions titled "Remote Control" and "Empire Minstrels," is reported preparing a new drama series to offer stations and advertising agencies.

H. H. HARRIMAN, former newspaperman, has been named Philadelphia representative of WDEL and WILM, Wilmington, Del.

We sell the south

The quickest, most economical way to reach the Great South, with a responsive audience that has given WSM the greatest single station mail record in the nation — some 40,000 letters a week!

Write for complete information

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by

THE NATIONAL LIFE and ACCIDENT INSURANCE COMPANY, INC.

Nashville Tennessee

Exclusive National Representatives

EDWARD PETRY AND COMPANY

New York Chicago San Francisco

MORE THAN A MILLION LETTERS IN 1932!

AND THEY say that people don't write to radio stations as they once did! That's not true at WLS. *More than a million letters were received at the station in 1932. An increase of 25 per cent over 1931.*

Such a mail response proves conclusively that WLS has a tremendous audience. And, more important still, an audience that responds to radio advertising. *They not only tune in WLS—but they listen and THEY RESPOND.*

We are grateful to our loyal following for we realize that their faith in our station, and our station policy, is largely responsible for their actions. That faith has resulted in our reputation, among radio advertisers, as "the greatest inquiry producing station in the country".

Let us send you full particulars, together with a map showing the distribution of the 1,021,208 letters we've received in 1932. And let us show you what a thorough, all around highly satisfactory job WLS is doing for each and everyone of its advertisers.

WLS

50,000 Watts 870 Kilocycles

The Prairie Farmer Station

Burridge D. Butler, *President*

Glenn Snyder, *Manager*

—Main Studios and Offices—

1230 W. Washington Blvd., CHICAGO

THE PACIFIC Coast Association of Advertising Agencies has started broadcasting a series of programs explaining the workings of agencies over west coast stations following a successful experiment with eight broadcasts of a similar nature by the Los Angeles chapter of the association. Robert Nourse, Los Angeles, is chairman of the radio committee. Other members are: Carl Ohliger, San Francisco; J. R. Gerber, Portland; J. William Sheets, Seattle.

JOHN BOYLAN, former Chicago newspaper man, has joined the staff of the Nathan Advertising Agency, Los Angeles, to direct its newly formed radio department. He had been at one time program manager of both WBBM and WGN, Chicago.

FREE & SLEININGER, Inc., Chicago, will represent WDAY, Fargo, N. D., in the Chicago territory, effective Feb. 1, according to announcement by C. G. Burke, WDAY commercial manager.

WNAX Power Increase

WNAX, Yankton, S. Dak., was granted an increase in day power from 1 to 2½ kw. by the Radio Commission Feb. 10, which reversed the recommendation of Examiner Hyde. Simultaneously, the Commission ordered the deletion of KGDA, effective in 20 days, denying both its application for renewal of license on 1370 kc. with 100 watts, and its request to remove to Aberdeen with a change in frequency, again reversing Mr. Hyde. Sustaining Examiner Pratt, it denied the application of J. B. Taylor, Aberdeen, for a new station and granted KSOO, Sioux Falls, renewal of license.

Omaha's KOIL

announces a

New Service

Builds up your radio audience through newspaper space at no cost to you

KOIL merchandising men now place space in leading Omaha and Council Bluff newspapers to win listeners for your radio programs. No extra cost for this resultful service. KOIL also cooperates in distribution of your window cards. Makes surveys. Goes the limit to make your program profitable.

Thus KOIL holds its lead with advertisers in the Nebraska-Iowa territory. Two-announcer system; full continuity and merchandising service; average daily schedule of 18 hours.

KOIListeners are Buyers

Omaha department stores using KOILTime continually prove that KOIListeners actually buy. Tap this live market for your product by using KOIL, the station preferred by 63% of Omaha listeners.

Affiliated with NBC's Blue Network

KOIL OMAHA

THE TEST STATION

"Voice of Barnsdall—the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NEB.

STUDIO NOTES

A PROFUSELY illustrated brochure describing the activities and coverage of WMC, Memphis, has been issued by the MEMPHIS COMMERCIAL APPEAL, INC., owner and operator of WMC.

WORK, York, Pa., announces the organization of a talent bureau in response to a demand on the part of local organizations for various radio entertainers.

WGAR, Cleveland, has started a series of dramas drawn from the city's police history, dramatizing cases that created the most public interest when the crimes were committed. The broadcast is a 15-minute Wednesday evening feature.

AMERICAN LEGION program weekly over KFAC, Los Angeles, features a series of humorous "debates" between the Army and Navy with possibility that the Marines may yet be called to intervene. Malcolm Letts represents the Navy and LeRoy Dawson the Army.

A DAILY program intended to inform listeners what motion pictures are being shown in neighborhood theaters has been started by WMCA, New York. Attractions are read rapidly against a musical background.

KTAB, San Francisco, has moved its central staff to 1424 Franklin Street, Oakland, Cal.

THE MODERN new studios of KGER, Los Angeles, were opened officially Jan. 28 in the Arnold Department Bldg. A special program marked the dedication. H. Wadsworth Cole is manager.

TWO NEW program ideas are offered by WHAM, Rochester: Lewis C. Stark, WHAM continuity editor, and Mark Ewald, world traveler, discuss all sides of vital questions each Sunday morning; Roland Bradley, former WGY dramatic director, now with WHAM, reads "Half-Forgotten Rhymes", sent in by listeners, with a musical accompaniment.

TO CLARIFY the puzzling regulations governing the filing of 1933 income tax reports, WINS, New York, presents Harold G. Wentworth, attorney and tax expert, each Wednesday evening from Feb. 1 to March 15.

A FULL-TIME NBC program, selected from the two networks, is being offered listeners of KGHL, Billings, Mont., regularly since Feb. 1. Only a half hour will be devoted to local talent, and no recordings will be used.

KRKD, Los Angeles, has announced a new type of contest for its audience. It will award a St. Patrick's Day prize to the fan who, on March 17, can pick up KRKD from the most distant point.

WBAL

BALTIMORE

Maryland's Only Clear Channel Station

ILL BROADCASTERS
Would Disappear Under Plan Of Senator Copeland

CHALK up a new "radio survey"! Concerning ills that hamper radio work most, it is to be made by no less an authority than U. S. Senator Royal S. Copeland, former health commissioner of New York City and writer on health subjects whose syndicated articles are widely read.

Senator Copeland, who also is a broadcaster of note, decided to conduct the survey with a view of devising some means for helping his co-workers of the air keep well. His assistant, Ole Salthe, former director of the Bureau of Foods and Drugs of the New York Department of Health, is in charge of assembling data for the survey. The conclusions are promised shortly.

"The tremendous sums at stake for both artists and sponsors, not to mention the broadcasting stations throughout the country, gives added importance to the necessity of keeping well," Dr. Copeland said. "In most cases a simple change in habits will insure the ability to go through with scheduled broadcasts. My inquiries into the illnesses of radio personalities will be aimed at developing some easy preventive."

An attack of laryngitis on the eve of opening his broadcasts over WINS, New York, a fortnight ago, impressed Senator Copeland with the desirability of aiding others to avoid a similar illness. Being a physician, he was able to cure himself before the ailment became sufficiently severe to delay his broadcast.

SYNCHRONIZED sight and sound broadcasting made its debut in Kansas City, Mo., Jan. 23 when KMBC, western key of CBS, and W9XAL, operated by the First National Television Laboratories, combined facilities for a series of experimental programs. Gerald Taylor, formerly in the engineering department of the Radio Commission, is chief engineer of W9XAL.

DRAMATIZATIONS of battle incidents in which Iowa and Nebraska veterans won the Distinguished Service Cross, are scheduled on KOIL, Omaha-Council Bluffs, under the sponsorship of American Legion posts of the two cities.

WOR, Newark, will celebrate its eleventh anniversary Feb. 22 with a special program covering the highlights of the station's history. J. R. Poppele, chief engineer, is the only department head who has been with the station since its inception.

NATIONAL and local radio gossip is aired by Orville Revelle, columnist for RADIO AND AMUSEMENT GUIDE, each Tuesday evening on WCKY, Covington, Ky.

LOCAL COMEDIANS are proving popular on KOIL, Omaha-Council Bluffs. "Tony and Babe", formerly a sustaining program, is now sponsored by the Chicago & Northwestern Railroad. When listeners were invited to witness the fiftieth broadcast, the studio could not accommodate the crowd. Pauline Hopkins, of KOIL, writes the continuity, and her husband, Max Vinsonhaler, is studio director.

A TEASER card, followed by two attractive folders, constituted a three-times direct mail campaign conducted recently by WGAR, Cleveland.

BECAUSE of popular demand, WBAP, Fort Worth, Tex., broadcast via remote control a regular service at the Negro Holiness Church in Fort Worth, Feb. 12. The feature has been an annual New Year's presentation over WBAP for eight years.

WSPD, Toledo, O., cooperated with the Toledo newspaper fraternity in putting over "The Front Page" at the Palace Theater Jan. 26, 27 and 28 for the benefit of children's relief. The station sold more than $600 worth of tickets and staged a two and three-quarters hour program on the previous Saturday. On the opening night WSPD had a microphone in the theater lobby.

WCKY, Covington, Ky., paid a graceful tribute to the CINCINNATI TIMES-STAR on Jan. 21 when the new TIMES-STAR Tower was dedicated. A special quarter program the evening before eulogized the late Mr. and Mrs. Charles P. Taft, founders of the newspaper. On the day of the tower's opening WCKY made congratulatory comments at half-hour station breaks. The tribute was non-commercial and was without previous arrangement with the newspaper.

AFTER BEING denied admission with microphones to the courtroom, WKY, Oklahoma City, recently dramatized the Wilkerson murder trial each evening.

AN ATTRACTIVE brochure under the title of "Listeners Say" has been issued by WKY, Oklahoma City, and sets forth statistical facts about the coverage and audiences of the station.

THE FARM SERVICE HOUR, an institution on KMOX, St. Louis, for the past few years, has been reorganized and on Feb. 6 it appeared in new form under the title of "Town and Country Time." It begins at noon and continues until 2:30 o'clock each afternoon, according to Walter Richards, program production director.

ON FEB. 10 all CBS employees started receiving their salaries weekly instead of semi-monthly, as heretofore. Notice of the change in payments of salaries was announced by Ed Klauber, CBS vice president.

New Station

ACTING without a hearing, the Radio Commission Feb. 10 granted the application of Charles W. Phelan, operating as the Casco Bay Broadcasting Co., for a new station at Portland, Me., on 1340 kc. with 250 watts night and 500 day. Under Commission regulations the matter automatically goes to hearing if objections are raised within 20 days. Coincident with the ruling, Paul M. Segal, counsel for WCSH, Portland, announced he would protest in behalf of that station and indicated that other protests might be filed.

Gilmore Settles

SETTING A precedent in cases of its kind, the suit brought by J. Clarence Kolb (Kolb and Dill) against the Gilmore Oil Co. for cancellation of the former's radio contract, has been settled out of court with Kolb receiving $22,500 in lieu of the $32,000 he sought in a court action. Kolb and Dill, old-time stage comedians, went on NBC last year with a comedy serial "The Dinglebenders" which Gilmore cancelled after 16 weeks, substituting instead the Gilmore Circus which they had previously dropped in favor of Kolb and Dill.

Radio Sells Dairy Products

(*Continued from page 8*)

over a Memphis, Tenn., station, is entertaining and educating the local school children. The Memphis Dairy Council is the sponsor of this program. In their fascinating visits to Switzerland, Italy, Alaska and other lands, Pete and Patsy discover the interesting health habits of the children in these foreign countries. After listening to the programs at home, the children from the third through the eighth grades study the subject matter at school. As in Detroit, the local health officer presents each broadcast.

A similar radio project for the first four elementary grades was sponsored by the California Dairy Council. In these episodes were featured the adventures of Da-Ra-O, wise man from the Land o' Health, and the children accompanying him on his expeditions. A Land o' Health map, sent to the school before initial broadcast, gave the pupils an opportunity to trace the action of the story as it developed.

Reducing Advice

MILK in safe reducing is the main theme of the publicity campaign promoted at the present time by the Chicago Milk Foundation, the local branch of the council. The semi-weekly broadcasts over KYW on Tuesday and Thursday evenings at 7:30 by Dr. Herman N. Bundesen, president of the Chicago Board of Health, are a major part of this publicity program.

While Dr. Bundesen discusses all phases of health and disease prevention, the subject of milk is always presented in the opening and closing continuity of the announcer. Frequently Dr. Bundesen's remarks concern the importance of milk in weight control, milk for sound teeth, milk in low-cost food budgeting. Thousands of copies of the vanity-case and vest-pocket size weight guide, "Safely Control Your Weight," and the budget book, "Living Well at Low Cost," have been requested in connection with these broadcasts.

A charming program featuring southern songs and one popular speaker was sponsored by the Washington Dairy Council last winter, along with a newspaper advertising program. Dairy Councils in Boston, Nashville, Minneapolis, have also promoted successful paid radio programs at various times during the last three years.

All of the programs mentioned so far were broadcast on time purchased by the councils. But, because the health of a community is fundamentally a civic problem, much radio time has also been donated for Dairy Council programs. During a six month's milk publicity campaign in Louisville from May to October, 1932, put on by the Council and the Louisville Department of Health, broadcast time was contributed regularly by several local stations to promote the slogan: "A triumph for health —grade A pasteurized milk."

In the rural "eat-more-butter" campaign, effective in 18 dairy states, the National Dairy Council was allotted time each week over Farmer Rusk's hour to educate farmers concerning the flavor and health qualities of butter.

Radio News Group Named in Warning

THE BETTER Business Bureau of Los Angeles has sent a bulletin to all Los Angeles publishers and radio stations warning them against the operations of the Radio News Service of America, 315 South Broadway, Los Angeles, and Ivan Johnson, H. A. Keasey and K. Heath.

The bulletin states that the bureau has photostatic copies of a number of drafts drawn upon the Radio News Service "which were not honored upon presentation". It adds:

"We are informed that Radio News Service of America has some kind of a tie-up with one or more local radio stations and has been exploiting the time made available for propaganda purposes. The bureau's files indicate that H. A. Keasey has been arrested on several occasions on bunko charges.

"We will appreciate receiving any information which you may have relative to the current use of either radio or newspapers by these individuals in order that proper steps may be taken to protect the buying public."

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

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CHICAGO, ILLINOIS

BOSTON LISTENING RATIO

	Summer Survey	Winter Survey
WNAC	27.2%	37.6%
WEEI	25.3%	28.1%
WBZ	20.6%	18.3%
WAAB	22.6%	10.4%
All Others	4.3%	5.6%

Tables Computed and Authenticated by Walter Mann & Staff

The salesman who sells the *most goods* is the one who is welcomed into the *most homes* . . .

HOUR after hour, day in and day out, WNAC carries its sales message into more Boston homes than any other Boston station.

For three successive years, Price-Waterhouse Audits have proved this to be true. The Walter Mann telephone surveys further prove WNAC's dominant sales influence. The winter survey shows WNAC making the greatest gain in audience shifts due to winter program changes.

A summary of the Walter Mann Survey will be mailed to you on request

THE YANKEE NETWORK, INC.

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit Kansas City
San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

ACTIONS OF THE
FEDERAL RADIO COMMISSION
FEBRUARY 1 TO FEBRUARY 13 INCLUSIVE

Applications . . .

FEBRUARY 2

WBHS, Huntsville, Ala.—Voluntary assignment of license to Radio Station WBHS, Inc.

KLCN, Blytheville, Ark.—CP to make changes in equipment, move locally, change frequency from 1290 kc. to 1500 kc., increase power from 50 w. to 100 w. and hours of operation from D. to unlimited amended to omit request for change of frequency and hours of operation.

KGDY, Huron, S. D.—CP to make changes in equipment, change frequency from 1200 kc. to 1340 kc., increase power from 100 w. to 250 w. and change hours of operation from unlimited to D.

NEW, Fremont, Neb.—Raymond M. Brannon for CP to operate on 1500 kc., 10 w., D.

KFOR, Lincoln, Neb.—Voluntary assignment of license and CP No. 4-P-B-2664 to Cornbelt Broadcasting Corp.

Application returned: NEW, William L. Slade, Hamilton, O.—CP to operate on 1420 kc., 100 w., unlimited time.

FEBRUARY 4

WESG, Elmira, N. Y.—Modification of license to change hours of operation from D to LS to D to sunset at dominant station.

WBAL, Baltimore—CP to change transmitter location from Glen Morris, Md., to Baltimore, and install new antenna system; amended to change proposed transmitter location to Pikesville, Md.

WNBW, Carbondale, Pa.—Consent to involuntary assignment of license from WNBW, Inc.

WILM, Wilmington, Del.—Modification of license to change hours of operation from specified hours to sharing with WAZL.

WAZL, Hazleton, Pa.—Modification of license to change hours of operation from specified hours to sharing with WILM

KNOW, Austin, Tex.—Modification of CP granted 10-7-32 for new transmitter to request authority to change transmitter location locally to Driskill Hotel, Austin.

WGCM, Gulfport, Miss.—Modification of license to change hours of operation from unlimited to specified.

NEW, Greenville, N. C.—William Avera Wynne for CP to use 1420 kc., 100 w. D.

WILL, Urbana, Ill.—Modification of license to change power from 250 w. night, 500 w. to LS to 250 w. night, 1 kw. to LS. This application amends 4-SA-B-26 which requested increase power to 500 w. night experimentally and 1 kw. to LS; requests facilities of WKBS (0.2) quota units.

KNX, Los Angeles—License to cover CP granted 1-13-33 for changes in equipment.

KIEV, Glendale, Cal.—License to cover CP granted 9-23-32 for new station.

FEBRUARY 5

KGEK, Yuma, Col.—CP to move transmitter and studio to Fort Collins, Col., change antenna and change in specified hours; amended to omit request for change in hours of operation.

Application returned: WRUF, Gainesville, Fla.—Modification of license to change hours of operation from limited time (KOA) to unlimited, change power from 5 kw. to 5 kw. until sunset at Denver and 1 kw. after sunset at Denver.

FEBRUARY 8

NEW, Portland, Me.—Portland Maine Publishing Co. for CP to use 1340 kc., 500 w., unlimited hours; transmitter location Falmouth, Me.

WMIL, Brooklyn, N. Y.—CP to change transmitter location locally, exact location to be determined, install new transmitter and make other equipment changes.

NEW, Hamilton, Ohio—William L. Slade for CP to use 1420 kc., 100 w., unlimited hours; resubmitted and amended to request 1370 kc. (facilities of WHBD, Mt. Orab, O.).

NEW, Haynesville, La.—C. C. Crawford for CP to use 1370 kc., 50 w., specified hours (facilities of KWEA, Shreveport, La., in quota units).

NEW, Meriden, Minn.—Herbert H. Fette for CP to use 1210 kc., 10 w., D., 4 hours daily.

KGU, Honolulu, T. H.—Consent to voluntary assignment of license to Advertiser Publishing Company, Ltd.

KPJM, Prescott, Ariz.—Consent to voluntary assignment of license to M. B. Scott and Frank Wilburn.

KTAB, San Francisco—Modification of license to move main studio to Oakland, Cal.

Application returned: KOA, Denver—CP to make changes in equipment.

FEBRUARY 11

WHBC, Canton, O.—Modification of CP to extend date of completion to 3-18-33.

WMBG, Richmond, Va.—CP to make changes in equipment, increase operating power from 100 w. to 100 w. night, 250 w. to LS; requests facilities of WPHR, Petersburg, Va.

Application returned: NEW, George W. Jenkins, Lincoln, Neb.—CP to use 1210 kc., 100 w. night, 250 w. to LS. (facilities KFOR, Lincoln, Nebr.)

Decisions . . .

JANUARY 31

WRNY, New York—Granted consent to voluntary assignment of license to Marcus Loew Booking Agency.

WTBO, Cumberland, Md.—Granted consent to voluntary assignment of license to Associated Broadcasting Corp.

WPRO-WPAW, Providence, R. I.—Granted CP to move transmitter and studio from Cranston, R. I., to Providence, R. I.

WHBC, Canton, O.—Granted modification of CP extending commencement date from March 22, 1932, to Jan. 18, 1933, and completion date from June 22, 1932, to Feb. 18, 1933.

WJBO, Baton Rouge, La.—Granted modification of CP approving transmitter location at Heidelberg Hotel, Baton Rouge, and extending commencement date to 30 days from this date and completion date to May 31.

WCFL, Chicago—Granted modification of CP extending completion date from March 27 to Sept. 1, 1933.

KSO, Des Moines—Granted authority to determine licensed power by direct measurement of antenna input in compliance with Rule 137.

WJW, Akron, O.—Granted consent to voluntary assignment of license to WJW, Inc.

KREG, Santa Ana, Cal.—Granted consent to voluntary assignment of CP to The Voice of the Orange Empire, Inc., Ltd.

WTAG, Worcester, Mass.—Granted modification of license to increase day power from 250 to 500 w.

KWEA, Shreveport, La.—Authority to remain silent pending action on CP and renewal applications granted to March 1.

KFEQ, St. Joseph, Mo.—Granted authority to operate from 2 to 3 a.m. CST, on Feb. 4, 1933.

WRAK, Williamsport, Pa.—Granted renewal of license, 1370 kc., 100 w., shares with WJEQ; also granted consent to voluntary assignment of license to WRAK, Inc.

WJEQ, Williamsport, Pa.—Granted consent to voluntary assignment of CP to WRAK, Inc.

WMAL, Washington, D. C.—Equipment test period extended 10 days from Jan. 23.

KICA, Clovis, N. Mex.—Granted renewal of license for term Feb. 1 to July 1, 1933.

Set for hearing: WBEN, Buffalo, N. Y.—CP for experimental visual broadcasting service; KGBX, Springfield, Mo.—CP to change frequency from 1310 to 1340 kc. and increase power from 100 to 250 w. (facilities of KGIZ); WDBO, Orlando, Fla.—Modification of license to increase power from 250 to 500 w. night, 1 kw. day, (facilities of WRUF); WMBD, Peoria, Ill.—Modification of license to decrease D. power from 1 kw. to 500 w., and increase hours of operation from sharing with WTAD to unlimited (facilities of WTAD).

Applications dismissed at request of applicants: WHIS, Bluefield, W. Va.—Modification of license, 1410 kc., 250 w., share with WRBX, and modification of license, 1410 kc., 250 w., unlimited; WRBX, Roanoke, Va.—Modification of license, 1410 kc., 250 w., share with WHIS; WSAN, Allentown, Pa.—Modification of license, 1440 kc., 500 w. experimental, share with WCBA; WCBA, Allentown, Pa.—Modification license, 500 w. experimental, 1440 kc., share with WSAN; NEW, All Southern Radio Corp., Jacksonville, Fla.—CP, 1120 kc., 500 w., 1 kw. LS, unlimited time, facilities of WRUF.

WMCA, New York—The Commission overruled the demurrer to notice of appearance and statement of facts to be proved; denied the motion to dismiss in Docket 1855; granted a continuance of hearing for period of 60 days from Jan. 24.

FEBRUARY 3

WJBK, Detroit—Granted modification of license to increase nighttime power from 50 to 100 w.

WKAR, E. Lansing, Mich.—Granted modification of license to change specified hours of operation to as follows: daily except Sunday: 11 to 11:45 a.m.; daily except Saturday and Sunday, 1 to 2:15 p.m.; Mondays only, 12:30 to 1 p.m., CST.

WCAU, Philadelphia—Granted modification of license to change name to WCAU Broadcasting Co.; also same for auxiliary transmitter.

WQAO-WPAP, New York—Granted consent to voluntary assignment of license to Marcus Loew Booking Agency.

WAML, Laurel, Miss.—Authorized to begin program tests at 1 p.m. Feb. 1.

WSPA, Spartanburg, S. C.—Granted authority to take depositions in re application for CP at hearing on Feb. 14.

NEW, Abiline, Texas—John Tindale granted authority to take depositions in re application for CP at hearing on March 1.

Set for hearing: KDYL, Salt Lake City—Modification of license to change frequency from 1290 to 780 kc. (facilities of KELW and KTM); KFAC, Los Angeles—Modification of license to change frequency from 1300 to 780 kc.; change power from 1 kw. to 500 w. night, 1 kw. D., and increase hours of operation from half time to unlimited (facilities of KTM and KELW); WNBW, Carbondale, Pa.—Renewal of license.

The following applicants were granted oral arguments before the Commission en banc, to be heard March 8: WFBM, Indianapolis, and WSBT, South Bend, Ind. (Ex. Rep. 437); KLX, Cal. (Ex. Rep. 441); NEW, 31st St. Baptist Church, Indianapolis, Ind. (Ex. Rep. 442); NEW, American Legion, Department of Missouri, Albany, Mo., and KFWF and WIL, St. Louis, Mo. (Ex. Rep. 443).

WORC-WEPS, Worcester, Mass. (Ex. Rep. 407)—Denied application to change frequency from 1350 to 1280 kc., and to increase power from 100 w. to 250 w., unlimited time, (facilities of WCDA, WMSG, WBNX and WAWZ) sustaining Examiner Hyde.

NEW, New York—Denied as in default application for CP to operate on 1350 kc., 250 w., sharing with WCDA, WMSG and WAWZ (facilities of WBNX), sustaining Examiner Hyde.

WMSG, New York—Granted renewal of license to operate on 1350 kc., 250 w. power, sharing with WCDA, WBNX and WAWZ, sustaining Examiner Hyde.

WBNX, New York—Granted renewal of license to operate on 1350 kc., 250 w. power, sharing with WMSG, WCDA and WAWZ, sustaining Examiner Hyde.

WAWZ, Zarephath, N. J.—Granted renewal of license to operate on 1350 kc., 250 w., sharing with WBNX, WMSG, WCDA, sustaining Examiner Hyde.

WTEL, Philadelphia (Ex. Rep. 433)—Denied modification of license so as to require WCAM to enter into a time-sharing agreement with WTEL and WHAT, and to increase hours of operation on same frequency (1310 kc.), and power (100 w.), sustaining Examiner Hyde.

WCAM, Camden, N. J.—Granted renewal of license to operate on 1280 kc., 500 w., sharing with WOAX and WCAP, sustaining Examiner Hyde.

WHAT, Philadelphia, Pa.—Granted renewal of license to operate on 1310 kc., 100 w., one-third time, sharing with WTEL, sustaining Examiner Hyde.

WHEF, Kosciusko, Miss. (Ex. Rep. 439)—Denied application for modification of CP to construct a station at Jackson, instead of Kosciusko, Miss., sustaining Examiner Pratt.

WJZ, New York—Special authorization for increase of power from 30 kw. to 50 kw. granted on Jan. 13, 1933, suspended, and station ordered to use only 30 kw. power pending outcome of a hearing scheduled because of protest of WJR, Detroit.

FEBRUARY 7

WBAA, Lafayette, Ind.—Granted authority to operate additional night hours during February, March and April, as follows: Feb. 20 and 27, 8 to 9 p.m., CST. Feb. 25 and March 4, 7 to 9 p.m., CST, and March 2, 1 to 3 a.m., CST, April no additional hours.

WCAZ, Carthage, Ill.—Granted temporary authority to broadcast on Sundays, pending action on application for modification of existing license.

KIEV, Los Angeles—Granted authority to broadcast test program for DX purposes on morning of Feb. 5, 12, 19 and 26, between hours of 1 and 3 a.m., PST.

WJZ, New York—Special experimental authority to increase operating power from 30 kw. to 50 kw., heretofore set for hearing because of protest filed by WJR, withdrawn from hearing docket and granted, because WJR has withdrawn its protest.

WJBO, Baton Rouge, La.—Special authority to remain silent for term beginning Feb. 3, and continuing until completion of construction authorized under CP, but not later than May 31.

WMAL, Washington, D. C.—Equipment test period extended for period of 10 days from Feb. 2.

Set for hearing: WHBD, Mt. Orab, Ohio—Application for renewal of license.

KSTP, St. Paul, Minn.—Granted increase in power until local sunset from 10 kw. to 25 kw., experimental.

FEBRUARY 10

Applications granted: NEW, Portland, Me.—Chas. W. Phelan, D/B as Casco Bay Broadcasting Co. Granted CP for new station to operate on 1340 kc., 250 w. night, 500 w. D., unlimited time.

WHO-WOC, Des Moines, Ia.—Granted CP extension of CP from Feb. 16 to May 15.

WAGM, Presque Isle, Me.—Granted modification of license to change specified hours of operation, 9 a.m. to 1 p.m.; 3 to 7 p.m., EST, daily.

KGKB, Tyler, Tex.—Granted license covering changes in equipment, 1500 kc., 100 w. U.

WROL, Knoxville, Tenn.—Granted license covering new equipment and move of transmitter locally, 1370 kc., 100 w. U.

KREG, Santa Ana, Cal.—Granted license covering changes in equipment 1500 kc., 100 w., U.

WPHR, Petersburg, Va.—Granted authority to intervene in hearing on CP application of WRVA.

KABC, San Antonio, Tex.—Granted authority to take depositions on renewal of license, hearing March 1.

WIBW, Topeka, Kans.—Granted authority to take depositions on renewal of license, a hearing March 6.

Actions on examiners' reports: WNAX, Yankton, Dak. (Rep. No. 414)—Granted application for CP to install new equipment and increase D. power from 1 kw. to 2½ kw., 570 kc., reversing Examiner Hyde.

(Continued on page 27)

Davis Bill Altered To Authorize More New Small Stations

Measure Goes to Conference After Senate Approval

ATTACHING a new amendment to authorize the licensing of new stations of 250 watts or less if no interference is caused, regardless of the Davis amendment or the quota regulations, the Senate Feb. 10 passed the Davis omnibus bill (H. R. 7716) amending the Radio Act. Having already passed the House, the measure now goes to conference to compromise the differences of the two bodies, with final approval expected by its sponsors before March 4. Last minute objections, however, may block its passage.

Reinstated in the bill was the provision barring foreign station studios in the United States unless authorized by the Radio Commission. This section had been eliminated by the Senate Interstate Commerce Committee on objections raised in behalf of broadcasters and interposed by Senators themselves. Senator Vandenberg, (R.) of Michigan, fostered its reinstatement. Otherwise the portions of the measure affecting broadcasting remain substantially as they were reported in the Jan. 15 issue of BROADCASTING.

Terms of Measure

IN THE CHARGE of Senator Dill, (D.) of Washington, the measure was rushed through the Senate, with the understanding that certain controverted portions would be adjusted between Senate and House conferees. Senators Couzens, (R.) of Mich., Dill and Smith, (D.) of S. C., are the likely Senate conferees, with Reps. Davis, (D.) of Tenn., author of the measure; Lehlbach, (R.) of N. J., and Bland, (D.) of Va., probably to be named by the House.

Among other things, the bill prohibits the broadcasting of lotteries; authorizes the Commission to impose a fine of not more than $1,000 upon stations for violation of regulations; broadens the equality requirements of stations in allowing political candidates to use their facilities; makes it mandatory for the Commission to hear oral arguments following cases before examiners and broadens and rewrites appellate provisions so as to authorize appeals to local district courts from commission actions revoking station licenses or imposing fines. All such appeals are now restricted to the Court of Appeals of the District of Columbia.

Adjusts Alien Proviso

ON MOTION of Senator White, (D.) of Maine, the Senate deleted from the bill the section regarding alien ownership or directors of companies holding radio licenses. It was definitely understood, however, that the provision would be revamped by conferees to meet all objections, and at the same time protect such companies as I. T. & T. which has several aliens on its board.

The amendment by Senator Norbeck, (R.) of S. D., which would permit more local stations, reads:

"That the Commission may grant applications for stations not exceeding 250 watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service or stations licensed under the quota provisions of the section, and said stations may be authorized without regard to the quota restrictions herein provided."

In accepting the amendment Senator Dill said he could not guarantee its adoption in conference. Rep. Davis told BROADCASTING he desired more time to study its effects.

THE SERVICE of W6XAO, Don Lee System television station, Los Angeles, has been expanded to embrace three different wave lengths. The channels of 49,300 and 66,750 kc. have been added to the 44,500 kc. frequency.

Commission Decisions

(Continued from page 26)

KGDA, Mitchell, S. Dak.—Denied application for renewal of license on 1370 kc., 100 w., effective 20 days from this date (Feb. 10), and denied CP to move station from Mitchell to Aberdeen and operate on 1420 kc., 100 w., unlimited time, reversing Examiner Hyde.

NEW, Aberdeen, S. Dak., J. B. Taylor (Rep. No. 456)—Denied CP to construct new station at Aberdeen on 920 kc., 500 w. D. hours, (part of facilities of KSOO, Sioux Falls). Examiner Pratt sustained.

KSOO, Sioux Falls, S. Dak.—Granted renewal on 1110 kc. with 2½ kw. power, LT, sustaining Examiner Pratt.

WJAR, Providence, R. I. (Rep. No. 438)—Granted in part, application for modification of license to permit operation upon present assignment, (890 kc., 500 w. D., 250 w. night), with an additional 250 w. night, experimentally, subject to withdrawal without prior notice or hearing should objectionable interference be caused. (Station applied for 1 kw. day and night on experimentally.) Examiner Pratt reversed.

WEAN, Providence, R. I.—Granted in part, application for modification of license to permit operation upon present assignment with additional 250 w. night, experimentally, subject to the withdrawal without prior notice or hearing should objectionable interference be caused. Examiner Pratt reversed. (Station now operates on 780 kc. with 500 w. D., 250 w. night, U. Station applied for 1 kw. day and night on experimentally).

Set for hearing: KTM, Los Angeles—Consent to voluntary assignment of license to Evening Herald Publishing Co. (Hearst).

KELW, Burbank, Cal.—Consent to voluntary assignment of license to Evening Herald Publishing Co. (Hearst).

Application dismissed at request of applicant: WNBW, Carbondale, Pa.—Modification of CP to change location and move studio to Scranton, Pa.

Applications denied by default: WGST, Atlanta, Ga.—CP 890 kc., 500 w., 1 kw. LS.

WEBR, Buffalo, N. Y.—Modification of license, 1310 kc., 100 w., 250 w. LS, requested authority to use auxiliary transmitter.

Retired to files: WSYB, Rutland, Vt.—Modification of CP retired because more than 30 days have elapsed since the required time for completion and no extension request has been filed.

Examiners' Reports . . .

NEW, Visual Radio Corp., Watsontown, Pa.—Examiner Hyde recommended (Report 450; Docket 1728) that application for CP to operate experimentally on 2200 to 2300 kc., 1 kw. power, be denied on grounds that applicant failed to "make a strong showing as to technical ability or as to financial ability."

KGNO, Dodge City, Kans.—Examnier Hyde recommended (Report 451; Docket 1726) that application for CP to change assignment from 1210 kc. to 1340 kc. and to increase power from 100 w. to 250 w., unlimited, be denied as it would increase facilities in overquota state and overquota zone.

WEHC, Emory, Va.—Chief Examiner Yost recommended (Report 452; Docket 1860) that application for CP to move to Charlottesville be affirmed as provided in conditional grant of Nov. 3, 1932.

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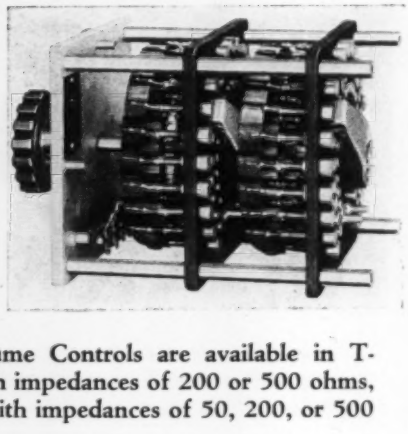

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INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

Government Petitions Supreme Court To Review Ruling in WIBO-WPCC Case

116 Cases Before Commission Raise Similar Issue Solictor General Says; Other Cases Progress

CLAIMING that 116 separate cases pending before the Radio Commission involve substantially the same issue, the Department of Justice Feb. 3 filed with the U. S. Supreme Court a petition for review of the decision of the Court of Appeals of the District of Columbia in the WIBO case. Involving the validity of the Commission's quota regulations and its right to remove stations summarily in overquota states and to assign their facilities to underquota areas, the case is regarded of prime importance to broadcasters.

The lower court, by majority opinion, reversed the Commission's decision ordering deletion of WIBO and WPCC, Chicago, which share time on the 560 kc. wave, in favor of WJKS, Gary, Ind., on purely quota grounds. It held that the decision was "arbitrary and capricious" and that the Davis Amendment to the Radio Act, under which the quota regulations were promulgated, did not dictate mathematical equality in the state and zone distribution of facilities.

Would Increase Power

FINAL adjudication of this case in the commission's favor, it is pointed out, would mean that it could exercise a free hand in eliminating facilities in the 27 overquota states and in assigning them to underquota areas, regardless of property rights, station investments and public service.

Solicitor General Thomas D. Thacher declared in his petition for certiorari that WJKS, located 30 miles from Chicago, represents an investment of $75,000. WIBO, he stated, represents a total cost of $346,362. No estimate is made of the value of WPCC.

Contending that the case presents a question of public importance which should be decided by the highest court, the Solicitor General said it pertains to the manner in which broadcasting facilities shall be allocated and is the first case in the courts involving the affirmative application of the Davis Amendment.

"It is essential," says the Thacher brief, to the proper discharge of the Commission's duties that this court shall determine whether the Commission may refuse to renew licenses and thereby curtail the facilities of existing stations, in order to bring about a fair distribution of broadcasting facilities among the states as provided in the Davis Amendment. Substantially the same question is involved in 116 separate proceedings pending before the Federal Radio Commission, in which applications have been filed requesting, in each case, the reassignment to an underserved state or zone of all or a substantial part of the facilities now licensed to a station in an overquota state or zone."

A petition for reconsideration of the Shuler case, raising the issue of free speech on the air, was filed with the court Feb. 5 by Louis G. Caldwell, counsel for KGEF, Los Angeles, over which the Rev. Robert P. Shuler broadcast the utterances that led to his station's deletion. The court refused to accept the petition for review of the lower court's ruling Jan. 16. The American Civil Liberties Union, through Morris L. Ernst, filed a brief in support of the Shuler petition.

On petition of Paul M. Segal, counsel for WJJD, Mooseheart, Ill., the Court of Appeals on Feb. 5 granted a temporary restraining order from the Commission's decision ordering it to curtail evening hour operation on the 1130 kc. channel assigned to KSL, Salt Lake City. It was the first time since the Commission's creation that such an order has been issued. This temporary order was extended until Feb. 19 by the court to afford it time to consider Mr. Segal's petition for a stay order. KSL withdrew its consent to permit WJJD to use the frequency during certain night hours, claiming interference.

On Feb. 6 and 7, the Court of Appeals heard oral arguments involving the cases of WMCA and WNYC, New York City; WOQ, Kansas City, and KFH, Wichita, and KFPY, Spokane, Wash. The first case has to do with the Commission's decision assigning the WMCA full time on 570 kc., the

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regional wave shared by that station with WNYC, operated by the City of New York. The action would have shifted WNYC to a limited time assignment on 810 kc., switching WPCH, New York, owned by the operators of WMCA, to 570 kc., and thereby giving this group full time on the wave.

In the WOQ case, the issue involved was the Commission's deletion of that station more than a year ago for alleged violation of regulations and assignment of its time to KFH, with which it now shares facilities. WOQ is on the air by virtue of a stay order. The KFPY case involves a protest by that station from a commission decision changing the assignments of other stations in that state. Duke M. Patrick, retiring Commission general counsel, argued all of the cases in the Commission's behalf.

Two appeals have been dismissed by the court at the request of appellants. The first was on motion of WBAK, Harrisburg, Pa., which had appealed from the Commission ruling curtailing its operating hours. KOMO, Seattle, also dismissed its appeal from the Commission's action changing its operating assignment.

Building Confidence

(*Continued from page 10*)

City, headquarters of the company. Surveys had proved the adequacy of KSL coverage beyond question. Even the PORTLAND OREGONIAN and a score of Canadian newspapers, from 1,000 to 1,500 miles removed from Salt Lake City, were publishing this station's daily program in response to popular request.

The decision having been reached, the program set-up became merely a matter of outline. KSL's program staff built Western feature hours, during which the "confidential" financial talks were given by C. Clarence Neslen, former mayor of Salt Lake City, now identified officially with the Western Loan & Building Co. During one experimental period Western Loan was induced to give western sponsorship to a popular eastern CBS sustaining feature.

Results were almost immediately gratifying. Withdrawals by Western Loan's more than thirty thousand patrons were reduced to a minimum. Sales representatives and branch managers reported cordial confidence and a generous share of new business, the times considered.

Radio, at single-station cost, telling western America about the Western Loan & Building Company's forty-one years of conservative management and enviable record of growth through several business depressions, maintained confidence in Western Loan at remarkably low cost.

The experience of the Western Loan & Building Company leads to the generalization that financial institutions should not become conspicuous by their absence from advertising media in times of economic stress.

KSO DES MOINES ... *saves baby's life!*

Life hung in the balance for an Iowa mother's precious infant. A blood transfusion . . . the right type of blood . . . was necessary!

Hospital records revealed a certain man had the needed type . . . he must be located! Immediately! Telephone calls failed . . . a frantic appeal over KSO brought the man to the hospital within thirty minutes!

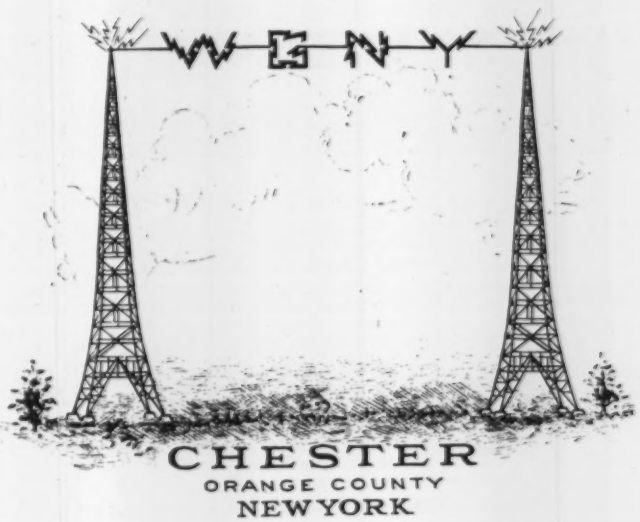
Because KSO is "next door to the news" it enjoys an intense listener interest 18 hours every day!

KSO DES MOINES · KWCR CEDAR RAPIDS · WIAS OTTUMWA

Owned and Operated By...

THE DES MOINES REGISTER AND TRIBUNE

Write for descriptive circular—
"KSO—Sells Goods in Des Moines"



OPERATING

"In The Public Interest Convenience and Necessity"

WGNY intends to prove its "public service" by serving the people of Orange County, New York, in catering to local interests, and thus providing a type of program previously unavailable in this strictly agricultural community.

Each program, whether commercial or sustaining, must contribute to the education and entertainment of our listeners. This policy now being established will be closely adhered to in the future to assure a satisfied audience. Each advertiser will thus enjoy a background of goodwill created by a station primarily organized to serve the public.

Completely R C A equipped
33 1/3—78 r.p.m. Turntables.

WGNY

1210 Kilocycles **50 Watts**

CHESTER • ORANGE COUNTY • NEW YORK

21,781 Letters from four Announcements

65% from Michigan; 19% from Ohio

• It wasn't an unusual free offer that brought this flood of letters from listeners in all parts of the United States and Canada —merely an announcement that CKOK would send a photo of Honey-Boy and Sassafras to anybody requesting one.

• The announcement went on the air only 4 times, and in one week we received 21,781 letters from 33 states, and the requests still pour in.

• Honey-Boy and Sassafras, CKOK's famous blackface detective team, have taught thousands of housewives in the CKOK area that Taystee Bread is "The Best Loaf of Bread in Town".

• Ask Purity Bakeries Corporation what they think of CKOK coverage — and effectiveness.

CKOK
THE INTERNATIONAL STATION
5,000 Watts 540 Kc. 555.6 Meters

INTERNATIONAL CLEARED CHANNEL

Columbia Basic Network

Union Guardian Building, Detroit, Michigan
Guaranty Trust Building, Windsor, Ontario

Substantial Saving Credited to Merger

Sykes Says Commission Staff Has Reached Minimum

FROM AN appropriation of $1,112,080 during the last fiscal year ton one of $780,427 for the fiscal year beginning July 1 is the economy achieved in federal regulation of radio by virtue of the consolidation of the Radio Division of the Department of Commerce with the Radio Commission.

This reduction of almost 30 per cent, indicative of the economies that can be effected by eliminating overlapping and duplication, has been brought about by the Commission since last summer when it took over the Radio Division. These economies were worked out under the Commission's direction, and in cooperation with the various divisions, by James W. Baldwin, secretary.

$331,653 is Saved

WHEN the question of consolidating the two agencies was before Congress last session, Mr. Baldwin estimated that such a fusion would effect a total savings of $122,145. Actually, the appropriation for 1934, as approved by the House, is $331,653 less than the total of the 1932 appropriations for the two separate units.

The official hearings before the House appropriations committee on the Commission's appropriations, just released, disclose the extent to which the Commission has "trimmed" its overhead. Acting Chairman Sykes told the committee that the Commission has reduced its personnel and curtailed its activities "to a point which cannot at this time be exceeded without danger to effective regulation."

Cites Wave Parley

OF PARTICULAR significance was his reference to the forthcoming North American conference, destined to entail a broadcasting reallocation. The view has been frequently expressed that to reduce the Commission's personnel further would undermine the Commission's efficiency and seriously retard the working out of the impending revised allocation.

"There are a number of problems being considered which are of major importance and about which there has been no public announcement," Judge Sykes told the committee. "Again, a North American Conference to adjust the broadcast spectrum must be arranged at an early date. All of these matters will tax the Commission and its staff, and when this work is concluded the Commission's actions will doubtless be subject to prolonged litigation. Any further reductions at this time would render the Commission incapable of handling these problems."

AN AMENDMENT to the Illinois sales tax bill (S. 156) now pending in the state senate, would impose a tax on broadcasting companies and advertising agencies. It is scheduled for final action this month.

NOW!

You Can Have

A COMPLETE LIST of NATIONAL ADVERTISERS and ADVERTISING AGENCIES

The Standard Advertising Register

Arranged Either by

PRODUCT GROUPING

or

GEOGRAPHICALLY

as you choose

Let Our Nearest Office Show You this Wonderful Service

CONSULT OUR NEAREST OFFICE

National Register Publishing Co.
EASTERN OFFICES
853 Broadway, New York
7 Water St., Boston

WESTERN OFFICES
140 So. Dearborn St., Chicago
235 Montgomery St., San Francisco

Third Chain Plan

(*Continued from page 6*)

hookups under the tentative scheme and at the present rates charged by A. T. & T.

In some quarters it was believed that the plan embraces outlets in only the major markets and that the network project does not contemplate the use of stations in the less profitable areas of the south or far west, where long and expensive wire hauls would be necessary to reach markets of doubtful value. This restricted plan would follow the idea of several previous network schemes to cover only larger cities and markets with as short wire hauls between outlets as possible.

In connection with the Wynn project came an announcement Feb. 10 by T. W. Richardson, vice president and director of Amalgamated, that he is instituting a suit against Ed Wynn and Ota Gygi to compel specific performance of stock agreement. He alleges Wynn and Gygi have "through conspiracy gained control of Amalgamated" and thereby have deprived him of his interests.

Richardson claimed that Wynn and Gygi had failed in their million dollar capitalization plan, and after four months, had advised Richardson that they found it necessary to turn over Amalgamated to a group of out-of-town businessmen "who will test out their theories of chain broadcasting over a few stations connected by wire between New York and Baltimore." Richardson declared he objects to this disposal of his interests and to abandonment of his "chain system plan".

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PHOTOSTATS
Night and Holiday Service
Nominal Charges
E. P. SECKER, Inc.
1018 National Press Bldg.
8:30 A. M.—8:30 P. M. Tele. NA. 1959
WASHINGTON, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
1204 Irving Street, N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

For Sale

Half or full interest in 100 watt Eastern Station, unlimited time, in twentieth National Metropolitan Area. Reasonable. Box 78, BROADCASTING.

Situations Wanted

Young man with seven years' experience radio—thirty-two months as station director and commercial manager of southern regional station desires connection with station in need of good producer and organizer. Box 76, BROADCASTING.

Versatile Announcer eight years theatre; six years radio. Now employed. Production; Continuity; Publicity. Record Al. Salary within reason. Locate anywhere. Address Box 79, BROADCASTING.

Sales Manager desires change, excellent background of sales promotion and management. Knowledge of programs and merchandising plans. Managing sales well known station—15 days' notice. Clean record; best references. Box 77, BROADCASTING.

Production Manager of thousand watt station desires change in location. Have been with same station three years. Thoroughly grounded in modern radio production and merchandising principles. Young, married, sober and capable. Salary expected will be dependent upon future possibilities. Best of references. Box 80, BROADCASTING.

Microphone Service

Sensational Microphone Value — Universal Model "Y"—Experimenters single-button, watch model type. 200 ohms. Pure Gold Spot Center Diaphragm. Only $2.00 including valuable 1933 general catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, California.

A World's Record for WBBM?

(Can any other radio station equal or better it?)

Six Days a Week for Six and a Half Years
One WBBM Advertiser has Sponsored
Two Fifteen-minute Broadcasts a Day
"With consistently profitable results."

For six and a half years, the E. Burnham Beauty Establishment has sponsored *two* broadcasts a day (morning and afternoon), six days a week, over WBBM . . . a world-record, we believe, for consistency, frequency, and results!

No need to ask *this* advertiser "Does it pay?" Contract renewals tell their own story.

And tell the story *for all other* WBBM advertisers as well.

WBBM—with more local commercial accounts (including national advertisers using WBBM locally) than the five other major stations in Chicago *combined* —regularly receives renewed contracts from three out of four advertisers.

The proof of the pudding (as somebody must have said) is in the *repeating!*

For information on rates and open time over Chicago's *most effective* station, write to

WBBM Chicago
410 North Michigan Avenue

THE COLUMBIA BROADCASTING SYSTEM

RADIO SALES, INC., 485 Madison Avenue, New York